

TITLE: The Dealer Business Case



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About the Author:

Russ Ziegler is the Founder of Connect Sales, Coaching and Consulting. He helps international manufacturers enter and succeed in the U.S. dealer market through education, operational alignment, and measurable accountability. With more than fifteen years in the dealer distribution industry, Russ has trained hundreds of professionals and supported manufacturers in building stronger networks and healthier dealers.

The Dealer Business Case

Too often, international OEMs sign dealers with little more than optimism and a handshake. But here is the hard truth: if a dealer cannot make money with your brand, they will not invest in it, promote it, or support it when times get tough.

Every dealer relationship begins with a question — *Why should I bet on you?* And the answer must be clear: *Because your brand will make me money, not cost me money.*

That is where the **Dealer Business Case** comes in.

- **Profitability:** Can the dealer expect competitive margins across new units, used, parts, service, rental, and finance?
- **Investment Requirements:** How much cash, space, and staff will it take to represent your brand correctly?
- **Payback Timeline:** When will the dealer break even on their investment in your product line?
- **Stability:** How will you support them during downturns so they can survive to sell more on the other side?



America Ready

Here is the truth: the dealer is going to make the business case either way. The only question is whether they will do it with you in the room — or without you.

When you bring the business case, not just fancy brochures, you can **own and guide that conversation**. When you do not, the dealer will make their own assumptions — and most often, that means no.

The dealer business case is not optional. It is the foundation of a sustainable U.S. network.

Accelerate your entry into the U.S. market with clarity, alignment, and measurable performance. Explore additional America Ready insights, dealer development tools, and U.S. market strategies at www.Connect-CSCC.com.

