

TITLE: **The Power of the Pack – Why U.S. Dealers Learn Best from Each Other**

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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 Power of the Pack – Why U.S. Dealers Learn Best from Each Other

In the United States, dealer success is often measured not by who has the best product, but by who learns and adapts fastest. The strongest OEMs are the ones that help dealers learn together.

Understanding the U.S. Dealer Mindset

American dealers are independent, entrepreneurial, and competitive. They value authenticity and measurable results above hierarchy or formality. They learn by comparing, sharing, and challenging each other.

That is why peer learning is such a powerful growth lever in the U.S. market. A dealer will often change behavior faster after hearing a peer's success story than after a corporate training session.

The OEM's Role: Create the Room, Then Step Aside

Dealers will rarely organize meaningful collaboration on their own. The OEM must initiate the environment—but it must not dominate it.

An effective dealer group feels safe, equal, and honest. The OEM's role is to set the table: select the right mix of participants, establish common metrics, and provide a clear framework. Once the discussion starts, the dealers drive the conversation.



America Ready

Designing the Pack

A productive dealer network group has three defining elements:

1. **Intentional Selection:** Include dealers at different performance levels but similar business maturity.
2. **Data Transparency:** Use shared scorecards or dashboards as the foundation for discussion.
3. **Facilitated, Not Controlled:** Keep the focus on learning and improvement, not compliance.

When these conditions exist, dealers begin to speak a common language. They trade not only tactics but mindset.

What Happens When It Works

The results extend far beyond the meetings themselves. Dealers become ambassadors for each other's growth. They standardize systems, mentor new entrants, and elevate brand reputation. For an international manufacturer entering the U.S., that culture of mutual learning can be the single most important differentiator. It signals that the brand is *with* its dealers, not *above* them.

Connect's Perspective

Through programs like **Connect Dealer 10-Groups**, we help OEMs build peer learning networks that accelerate adoption, improve consistency, and strengthen loyalty. These groups turn scattered dealers into a community of shared success.

The most successful dealer networks in America are not built through control—they are built through connection. The OEM's job is to bring the pack together.

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.

