

TITLE: The Blueprint for Brand Transfer

THE BLUEPRINT FOR BRAND TRANSFER

Translating trust, meaning, and promise
from your home market to the United States

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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.

Translating trust, meaning, and promise from your home market to the United States

When a brand crosses borders, it must do more than translate language — it must translate belief. In many markets, a logo or heritage story already carries weight. But in America, where dealers and customers have endless choice, credibility is earned through consistency, clarity, and commitment.

Too often, international OEMs enter the U.S. with strong products and weak storytelling. They sign distributors, chase volume, and lose what made the brand matter in the first place.

The real work is **brand transfer** — rebuilding the emotional connection in a new culture. That means:

- Educating your people on what the brand means in every conversation.
- Equipping dealers with tools that prove value in their local market.
- Motivating end users to believe in the promise behind the product.

At Connect, we help OEMs carry their story across borders without losing its soul. The process is deliberate, disciplined, and measurable — because trust travels best by design.



America Ready

You cannot outsource belief. You have to engineer it.

We help OEMs adapt their story to American buyers without losing what makes them great. Learn how at Connect-CSCC.com.

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.

