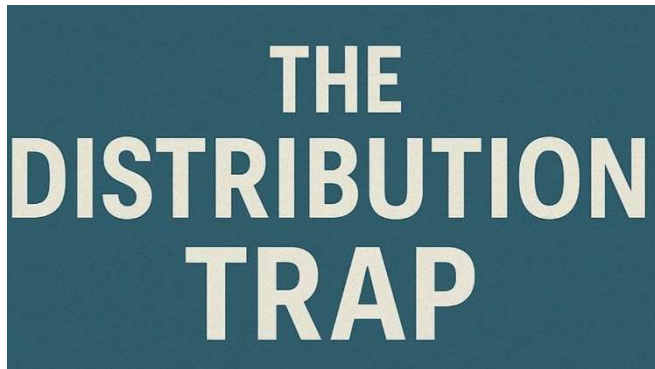


TITLE: The Distribution Trap



AUTHOR:
**Russ Ziegler, Connect Sales,
Coaching and Consulting**

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.

Why signing dealers too fast can destroy brand equity

For international OEMs, the temptation is real: You finally have U.S. interest. Dealers are calling. Territory maps look empty. The instinct is to grow — fast.

But premature distribution is the fastest route to chaos. We have watched brands flood the market with unvetted dealers, chase quick revenue, and spend the next five years rebuilding credibility.

Growth without structure erodes:

- **Margins**, through price wars and inconsistent representation.
- **Support systems**, stretched beyond capacity.
- **Dealer confidence**, when promises go unmet.

The smarter path is controlled expansion — start small, validate the model, build processes, and scale intentionally. That is the foundation behind our **Connect LaunchPad** and **Territory Triage** frameworks.

They help OEMs establish discipline before distribution — ensuring every dealer added is a partner, not just a dot on a map.



America Ready

Be selective. Build structure first. Grow second.

If you are planning U.S. expansion, we can help you avoid the Distribution Trap. Learn more 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.

