

## TITLE: Welcome to America Ready



## 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.

"Welcome to **America Ready**: Your Path to U.S. Dealer Success Starts Here"

The United States remains one of the most dynamic, competitive, and lucrative equipment markets in the world. With a vast geography, mature infrastructure, and a highly active buyer base across industrial, commercial, municipal, and recreational sectors, it presents a compelling opportunity for manufacturers ready to scale globally.

But access to the U.S. market does not come easy—and it should not be accidental. For international OEMs, the most effective way to reach U.S. buyers is through a dealer network. Dealers bring local presence, trusted customer relationships, and a willingness to invest in your distribution channel alongside you. When done correctly, a dealer network provides leverage, scalability, and long-term growth.

However, building a dealer network in the U.S. must be done deliberately. It is not just about finding companies to sell your product—it is about creating a mutually beneficial partnership that can grow over time. That requires vision, strategy, and execution. The good news? There is a proven process.

**What You Can Expect from This Newsletter:** In every edition of **America Ready**, we will bring you actionable insights, field-tested strategies, and straight talk from people who have built and managed dealer networks across the U.S. market.



# America Ready

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We believe in two core principles that guide our approach:

1. **The dealer is not your customer. They are your distribution partner.** Your customer is the end user—and if you lose sight of that, your strategy will fail.
2. **If you want your dealers to succeed, you must educate, equip, and motivate them.** Training, tools, and inspiration are not optional—they are your responsibility as an OEM entering this space.

We are glad you are here. Whether you are early in your U.S. market exploration or already working with a few partners, this newsletter is designed to help you make smarter moves, avoid common missteps, and build a dealer network that drives results.

Let's get America Ready—together.

Russ Ziegler -- Founder -- Connect Sales, Coaching and Consulting

[Russ.Ziegler@Connect-CSCC.com](mailto:Russ.Ziegler@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](http://www.Connect-CSCC.com).**

