

TITLE: The Road Ahead



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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.

What global OEMs should be building now for sustainable U.S. success

2026 is closer than it looks. Between the tariffs, inflation, seasonality and a changing dealer landscape, the next 18 months will decide who enters the U.S. market ready — and who rushes.

The lesson from every America Ready conversation so far is simple: Success is built on **trust, structure, capability, and alignment** — not luck or timing.

The brands that will win are investing now in:

- Dealer education and training that builds belief.
- Territory structure and metrics that drive accountability.
- Systems for data-driven improvement and profitability.
- Ongoing support programs that reinforce momentum.

That is why we built an ecosystem — **LaunchPad** → **Learning and Development Academy** → **Territory Triage** → **Dealer Optimization** → **Dealer 10-Groups** — designed to move OEMs and dealers from introduction to impact.

This is more than consulting. It is a movement toward healthy, measurable, connected dealer distribution.



America Ready

If your brand has the product, we have the pathway.

Let us make your brand America Ready. Visit Connect-CSCC.com to begin.

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.

