

TITLE: Why Your Home Market Success MAY Not Translate to the US



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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.

Your Playbook May Need a New Chapter—We Can Help

Success in your home market is no small feat. It means you have built something of real value—something that works. But when it comes to entering the U.S. market, even strong manufacturers often find that the rules, expectations, and buyer behaviors shift in ways that require a different approach.

This edition is not about what you are doing wrong—it is about showing you what to adjust so you can bring that same success to one of the world’s most competitive and rewarding equipment markets.

What Makes the U.S. Market Different:

- **U.S. buyers demand more than product.** They expect high service standards, real-time communication, in-depth documentation, and fast after-sales support.
- **Dealer networks dominate.** You will rarely succeed here without them—but you must know how to support and structure those relationships effectively.
- **Perception and proof matter.** Dealers and buyers want to see localized branding, inventory access, and a real investment in your U.S. presence.



America Ready

Where Even Great OEMs Need Guidance: We work with excellent international manufacturers who simply needed help understanding:

- How to structure territory and dealer agreements for U.S. norms
- What a competitive pricing and parts margin model looks like here
- Why fast communication and U.S.-based support channels are non-negotiable

Let's Build on What You Have: You already have a successful product and team. We help you build the systems, messaging, and structure that the U.S. market expects—so you do not have to learn it all the hard way.

We are here to help translate your existing success into U.S. market momentum. Let's take that next step together.

Sincerely,

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

