

TITLE: Why U.S. Dealers Say No – And How to Get to Yes



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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.

Why U.S. Dealers Say No—and How to Get a Yes

Every week, U.S. dealers receive inquiries from international manufacturers. Most go unanswered. A few make it to a meeting. Even fewer sign an agreement. And many of those relationships quietly end within 18 months.

Why? Because international OEMs often approach U.S. dealers with a solid product—but without understanding the realities of the dealer’s business.

Top 5 Reasons U.S. Dealers Walk Away:

1. **Slow communication and unclear contacts.** When support or answers take too long, dealers lose trust.
2. **No U.S. inventory or logistics support.** Dealers need product available now—not 90 days from now.
3. **Vague warranty terms or excessive burden on the dealer.** The lack of clear after-sales procedures is a major red flag.
4. **No margin for growth.** Pricing structures that ignore U.S. market expectations make the partnership unprofitable.
5. **Lack of a long-term dealer development plan.** Dealers want to grow with you. If you do not invest in their success, they will invest elsewhere.



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What Dealers Want Instead:

- Clarity and responsiveness
- U.S.-based warehousing or flexible delivery
- Standardized support documents and training
- Realistic pricing models with parts margins
- Ongoing investment in marketing, tech support, and education

Do these five reasons show up in your current approach? If so, you still have time to fix them. We can help.

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.

