

TITLE: Inside a Dealer's Mind: What They Really Want From Their Suppliers



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.

It's Not Just the Product. It's the Partnership.

U.S. dealers are not just resellers—they are business owners betting on your brand. When they choose to carry a product, they are investing money, time, staff training and customer trust. That is not something they offer lightly.

For international OEMs entering the U.S. market, it is critical to understand that the **dealer relationship is everything**. It is not enough to ship a good product. Dealers want confidence in the company behind it. They are evaluating how easy it will be to work with you—and how committed you are to their success.

What Dealers Really Want:

- **Ease of doing business.** From quoting to ordering to service support, the process should be simple and professional. Dealers are busy—complex or slow systems will turn them away quickly.
- **Trust and transparency.** When something goes wrong, will you respond? Will you take ownership? Dealers do not need perfection—they need accountability.
- **Tools to succeed.** Sales materials, digital assets, training, demos, and clear messaging help them hit the ground running. Supporting their success supports yours.



America Ready

- **Territory protection.** Dealers want to invest in building your brand locally without worrying that another dealer (or direct competitor) will be given the same opportunity nearby.
- **A real relationship.** Dealers want someone they can call, who knows their name, their market, and their goals. They are not looking for a vendor—they are looking for a partner.

From Supplier to Strategic Partner:

The most successful foreign OEMs in the U.S. act like a member of the dealer's team. They co-host events, participate in training days, provide data insights, and make decisions collaboratively. They communicate regularly and show up in person when it matters.

When you treat dealers as growth partners rather than just a sales channel, they return the favor—with loyalty, feedback, and real commitment.

That shift—from supplier to partner—is how long-term dealer networks are built. And it is the foundation of U.S. success.

If you are ready to build that kind of relationship with your dealers, we can help you get there.

Sincerely,

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

