

TITLE: From First Dealer to Network, Scaling Without Chaos



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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.

Signing your first U.S. dealer is exciting. It is validation. A signal that your product has promise in a new market.

But what happens next separates the manufacturers who succeed from the ones who stall.

Many international OEMs think, *"We just need more dealers."* So they go from one to five to ten as quickly as possible—often with little structure, no onboarding consistency, and no territory planning.

And then the chaos begins.

What Chaos Looks Like:

- **Territory conflicts** between dealers who were not given clear boundaries
- **Inconsistent pricing** as each dealer invents their own retail strategy
- **Poor service reputation** when some dealers can support the product and others cannot
- **OEM stress** from having to babysit dealers instead of supporting growth

This is not a network—it is a collection of unrelated companies loosely tied to your brand. That model does not scale.



America Ready

Dealers Are Not the Goal—The Network Is

There is a big difference between *having dealers* and *building a dealer network*.

A real network has:

- **Intentional coverage** based on market opportunity, not just interest
- **Standard onboarding** that gets every new dealer trained, equipped, and confident
- **Weekly visibility** into sales activity, parts movement, and post-sale service
- **Shared expectations** with clear performance metrics, not just a signed agreement
- **Ongoing communication** that keeps dealers aligned, motivated, and informed

Most importantly, a real network allows you to grow without **growing your headaches**.

Design Now, or Fight Fires Later

The time to design your dealer network is not after it breaks. It is **before** the next dealer comes on board.

We help international OEMs go from 1 to 10 dealers without creating channel conflict, brand inconsistency, or support gaps. Our approach includes:

- Dealer mapping by opportunity, not just geography
- Sales and service onboarding sequences
- Scorecards and cadence for TM oversight
- Communication systems that keep the field aligned

If you want to grow your U.S. footprint, you need more than a spreadsheet and good intentions. You need structure. And we can help.

Ready to scale without chaos? Let's talk.

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.

