

TITLE: The Dealer is NOT Your Customer – Stop Selling the Wrong Way

AMERICA READY

– EDITION 7

**THE DEALER IS NOT YOUR
CUSTOMER – STOP
SELLING THE WRONG WAY**

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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.

One of the most common missteps we see from international manufacturers entering the U.S. is this: They treat the dealer like the end customer.

They roll out flashy product brochures. They pitch hard on features and benefits. They wonder why no one is selling.

Here is the hard truth: **Your dealer is not your customer.** Your customer is the contractor, farmer, facility manager, or homeowner standing in front of that dealer on a Tuesday morning, asking, “What should I buy?”

Your dealer is your *channel*. They are your *route to market*. They are your *sales team in the field*— and your job is not to convince them to buy from you. Your job is to equip them to sell your product to someone else.

If you confuse those roles, here is what happens:

- Your messaging misses the mark.
- Your training sounds like a sales pitch.
- Your dealer feels pressure to perform without the tools to do so.



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It is not enough to tell them what makes your product great. You must **Educate, Equip,** and **Motivate** them to sell it.

That means:

- **Educate** them with the right language and comparisons for competitive models.
- **Equip** them to identify use cases and recommend the right spec.
- **Motivate** them by showing how to build margin and manage the sale from quote to close.

The companies that win in the U.S. know this: **Dealer enablement beats dealer persuasion — every time.**

If you want to get serious about enabling your U.S. dealer network, let's talk. Whether it is sales team training, territory manager development, or a full dealer optimization effort — Connect is here to help you sell through the channel, not just into it.

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.

