

TITLE: Territory Managers Make or Break the US Market – Are Yours Ready?

TERRITORY MANAGERS MAKE OR BREAK THE U.S. MARKET – ARE YOURS READY?

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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.

There is no position more critical – and more misunderstood – than the Territory Manager.

In the U.S. dealer system, your TM is not just a salesperson. They are a coach, an analyst, a problem-solver, a motivator, and in many ways, a stand-in for your entire brand.

When a TM is strong, dealers stay aligned. When a TM is weak, you lose control of the channel.

And yet, many OEMs entering the U.S. market make the same mistake: They assume that product knowledge and persistence are enough.

Here is what a high-performing TM actually needs:

- A clear understanding of how dealers operate, not just how they sell
- The ability to lead without authority – to influence, not dictate
- A territory rhythm that balances travel, calls, reporting, and coaching
- A weekly cadence that reinforces accountability without micromanaging

They need more than a laptop and a company truck. They need a system.

At Connect, we help OEMs **educate, equip, and motivate** their TMs to lead effectively across diverse dealer networks. From foundational training (like our TM101 program) to real-time territory triage and coaching, we build the tools and habits that stick.



America Ready

And if you do not have the right person in place yet? We can help there, too — with experienced professionals who can step in and manage territories or develop dealers on your behalf.

Because in the U.S. market, **territory management is not an admin role — it is your competitive advantage.**

Whether you need to upskill your team or fill a critical gap, we can help you drive performance where it matters most — in the field, with your dealers.

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.

