

TITLE: Do Not Overlook Data When Building Your US Dealer Network



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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.

When building a U.S. dealer network, many new OEMs make the mistake of measuring only **one thing**: revenue by dealer. How many units did we sell into each account?

That number matters, but it is only the beginning. A strong dealer program is built on data that goes far deeper.

Build Data into Your Program From the Start

If you wait until after launch to think about data, you are already behind. From the very beginning, your dealer development program needs to include:

- **Capabilities** – The systems and tools to capture meaningful metrics.
- **Expectations** – Clear guidance on what data must be shared and how it will be used.

When these are set early, both the OEM and the dealers operate with alignment instead of surprises.

What Dealers Need to Know

Dealers should never be caught off guard by data requirements. From day one, they need to understand:



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- What will be measured.
- Why it matters for their own profitability.
- How it will be used to improve performance.

Setting these expectations upfront prevents friction later and ensures that data sharing is seen as part of the partnership, not a burden.

Data as the Driver of Improvement

Good data allows OEMs to do more than measure. It allows them to:

- Identify high- and low-performing dealers quickly.
- Spot trends across the network.
- Provide targeted support and resources.
- Continuously improve dealer performance.

Revenue is only one lens. The real insight comes from looking at service efficiency, parts availability, sales conversion, absorption rates, and customer retention—all of which reveal the health of the dealer, not just the flow of units.

The Bottom Line

Dealer networks built on data are the ones that scale with confidence. OEMs who establish data collection and sharing expectations from the start will not only see where the network stands today, but also how to grow it tomorrow.

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.

