

## Dealer in Distress?

### What OEMs Can—and Should—Do About It

TITLE: Dealer In Distress?

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#### About the Author:

Russ Ziegler is the Founder of Connect Sales, Coaching and Consulting, focused on helping OEMs and dealers strengthen performance through education, operational alignment, and measurable accountability. With more than fifteen years in the dealer distribution space, he has trained hundreds of professionals and supported dealerships across the United States in improving sales, profitability, and whole-dealer health.

#### What OEMs Can-and-Should-Do About it.

In every dealer network, there are a few names that quietly fall off the radar. A struggling location. A family-owned store with leadership gaps. A dealer who used to be strong, but cannot seem to adapt to the current market.

For most OEMs, the default response is patience—or silence. Territory Managers check in, maybe offer a little encouragement or advice, but there is no real intervention until the dealer loses market share, fails to reorder, or asks out of the contract.

By that time, the damage is done.

At Connect, we believe there is a better way.

#### You Can Save More Dealers Than You Think

The truth is, most underperforming dealers do not lack will—they lack clarity. They do not have systems. They are working hard, but chasing symptoms instead of solving root issues.

Our **Dealer Optimization Program** is built specifically for these moments. It is a five-phase intervention designed to diagnose the real issues, equip the right people, install basic accountability, and build a path to sustained improvement.



# The Connect Channel

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This is not theory. It is a hands-on partnership between Connect, the OEM, and the dealer. And it works.

## A Structured Turnaround—Without the Chaos

The program is intentionally phased to minimize disruption and maximize momentum:

- **Phase I: Diagnostic & Assessment** – We evaluate leadership, culture, financials, and key processes.
- **Phase II: Prioritized Planning** – We align goals and expectations with both the dealer and OEM.
- **Phase III: Tactical Execution & Revamp** – We lead weekly scorecards, department head meetings, and install functional accountability.
- **Phase IV: Monitor & Sustain** – The OEM TM shadows and gradually takes over.
- **Phase V: Quarterly Reviews & Coaching** – Ongoing check-ins keep progress alive and measurable.

Throughout the process, the OEM has visibility. The Territory Manager is involved—not sidelined. And by Phase IV, we are preparing for a confident handoff, not a cold goodbye.

## The Right Dealer Deserves a Second Chance

Not every dealer can be saved. But many can—if given the right structure, support, and outside perspective.

If you have a dealer in your network that is underperforming, leadership-challenged, or simply stuck, do not wait until the relationship collapses. Let us step in before it is too late.

**Build stronger OEM–Dealer results through clarity, alignment, and measurable performance.**  
Explore additional Connect Channel insights, field sales tools, and dealer development resources at  
**[www.Connect-CSCC.com](http://www.Connect-CSCC.com)**

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