

## If You Are Waiting It Out... You Are Out

**TITLE:** If You Are Waiting It Out...  
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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.

When the market feels uncertain, most companies reach for the same playbook: Cut spending. Freeze hiring. Wait it out.

But the best companies? They do the opposite. They double down.

They invest in product. They invest in people. They sharpen their go-to-market strategy. They get *ready* while others are standing still.

Because when the market shifts — and it always does — the winners are not the ones who held their breath the longest. The winners are the ones who used the unknown as a window to get sharper, stronger, and more aligned.

### **We Are Here to Help You Come Out Strong.**

At Connect, we help OEMs use this time wisely:

- Upskill sales teams with practical, role-based training
- Equip Territory Managers with tools to lead dealers, not just check in
- Diagnose dealer performance and lay the foundation for accountability
- Build the systems and strategy to grow on the other side



# The Connect Channel

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If you are sitting still, you are falling behind. **Now is the time** to: – Invest in your people – Invest in your dealer network – Invest in your go-to-market systems and strategy

Waiting it out is not a plan. **If you are waiting it out...you are out.**

**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)**  
You can also subscribe for future editions and updates.

