

## Dealer Training as Growth Multiplier

**TITLE:** Dealer Training as Growth Multiplier

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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 OEMs think about dealer training, the default picture is a product workaround or a refresher on sales techniques. Those matter—but they are only the beginning.

The most successful dealer networks are not built on product knowledge alone. They thrive because their people are trained on the **full picture** of what it takes to run a profitable dealership and deliver consistent customer value.

### Training Beyond Product

Dealers benefit from training in three critical areas:

- **Internal programs and processes** – Warranty claims, ordering systems, incentive programs, CRM tools. Clarity here removes friction and speeds adoption.
- **Expectations and outcomes** – Dealers want to know what success looks like, how it will be measured, and the roadmap to get there.
- **Broader dealership profitability** – Sales, service, parts, and rentals are interconnected. Training helps dealers see the bigger picture and optimize across the whole business.

This is where growth multiplies. When every department understands how to play its role, results compound.



# The Connect Channel

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## What Happens When Training Is Clear

OEMs that prioritize dealer training see immediate advantages:

- Dealers adopt systems faster and with fewer errors.
- Territory Managers lead with confidence instead of constantly putting out fires.
- Service and parts teams capture margin instead of letting it slip away.
- Sales efforts align with OEM strategy, not just dealer habit.

## The Real Multiplier Effect

Training is not just about compliance or box-checking. It builds alignment. It creates consistency across a dealer network. It turns individual dealers into a coordinated growth engine.

When dealers are trained well, OEM initiatives gain momentum. Programs stick. Customers are better served. And the network scales without chaos.

At Connect, we believe dealer training is not a cost center—it is a growth multiplier. With the right structure, tools, and cadence, OEMs can equip their dealers to perform at a higher level and generate returns far beyond the initial investment.

**Build stronger OEM–Dealer results through clarity, alignment, and measurable performance.**  
Explore additional Connect Channel insights, field sales tools, and dealer development resources at  
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