



**TITLE:** The Right Way to Structure OEM Sales

**AUTHOR:** Russ Ziegler, Connect

#### 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.

The most effective OEM sales organizations follow a clear structure. These are not just job titles — they are **responsibilities** that must be covered for dealer distribution to thrive. In some companies, one person may carry multiple responsibilities. In others, each layer is staffed separately. Either way, the responsibilities cannot be skipped.

### Executive Sales Leadership

This layer is responsible for strategy, structure, staffing, and resourcing. The executive builds the system that produces results — a process that ensures the organization can scale. Without this layer, thinking becomes short-sighted. Day-to-day management naturally leans toward chasing results, not building the future.

### Sales Team Leadership

This layer manages execution inside the system. Responsibilities include running pipeline reviews, coaching the team, and holding the field accountable. The sales leader makes sure the plan is carried out consistently.

### Individual Contributors

Territory Managers, BDMs, Regional Sales Managers, and Account Managers execute the plan in the market. Their responsibility is recruiting, managing, and growing dealers. They turn the system into sales.



# The Connect Channel

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**Sales Support** Quoting, logistics, tracking, invoicing, and customer data all belong here. This layer keeps the engine running and frees up the field team to focus on selling.

## The Risks of Gaps

When these responsibilities are not covered, performance suffers:

- **Missing Executive Leadership:** Thinking turns short-sighted. The focus becomes chasing today's results instead of building the process that produces tomorrow's growth. Strategy is inconsistent, managers become overloaded, and dealer recruitment loses focus.
- **Missing Day-to-Day Leadership:** Territory Managers do not get the time and coaching they need. Their development stalls, results flatten, and future leaders fail to emerge.
- **Missing Support:** Field reps spend more time on paperwork than selling, weakening dealer relationships.

## The Right Way

The right way to structure an OEM sales organization is to cover every responsibility. Whether three people carry the load or twelve, it does not matter. What matters is that strategy, execution, selling, and support all have clear ownership.

That is how you build a scalable dealer network, avoid the drag of gaps, and create predictable growth.

**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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