

Train Right: Performance Objectives Decide the Win

The Connect Channel • Educate • Equip • Motivate

TITLE: **Train Right**

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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.

Performance Objectives Decide the Win

You compete on price, product, and people. Price bands have tightened and product specifications are harder to differentiate. That leaves people. Training—done right for both your internal team and your dealers—is now a durable competitive advantage. The way to “train right” is to anchor everything to **Performance Objectives**.

The shift: From specs to skills

Pricing has compressed, feature sets converge quickly, and tools are widely available. What separates leaders is how well their people can **sell, service, support, and sustain** the customer experience—every week. When price and product reach parity, **process and people** decide the outcome.

Train right = Performance Objectives

“More training” is not the answer. **Performance Objectives** are. Define the specific behaviors and results each role must demonstrate, then build training, coaching, and measurement around those objectives.



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How to set Performance Objectives

- **By role:** Dealer Principal, Sales, Service, Parts, Territory Manager, Sales Leader, and Executive.
- **3–5 observable behaviors each:** What a camera could record on a sales call, a service handoff, a TM visit, or a forecast review.
- **Measurables tied to behaviors:**
- **Assessment = evidence:** Training success is measured by movement against these objectives, not attendance.

Interconnected trainings: one language, shared lift

Skills must advance **together** across HQ, field, and the dealer network so everyone speaks the same language and executes the same plays.

- **Unified curriculum map** across Dealers ↔ TMs ↔ Sales Leaders ↔ Executives.
- **Common lexicon and dashboards** for KPIs and handoffs.
- **Cross-role simulations** for visit agendas, deal reviews, and service escalations.
- **Monthly focus theme** so the entire network practices and measures the same capability.

A word of caution: avoid generic “sales training”

Yes—**revenue is the desired outcome**. But dealer distribution is its own discipline. Generic programs ignore channel economics, territory management, parts and service levers, warranty flow, co-op and MDF, and independent-dealer realities. Choose **dealer-distribution-specific training** from a team that builds skills for **dealers, TMs, Sales Leaders, and all the way up to C-suite acclimation and coaching**.

Two fronts: Internal and dealer

Internal: Territory fundamentals, sales leadership cadence, enablement library, and service-parts alignment. **Dealer:** Onboarding that sticks, monthly rhythm, department scorecards, and field-ready support.



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Our framework: Educate • Equip • Motivate

- **Educate:** Clarify standards and the “why.”
- **Equip:** Provide the exact tools—scripts, calculators, templates, checklists.
- **Motivate:** Set targets, celebrate progress, and coach gaps with a consistent management cadence.

A practical 90-day rollout

Days 1–30: Publish role scorecards with Performance Objectives; stand up the enablement library; train managers on weekly coaching. **Days 31–60:** Run short skills clinics with field practice; launch the dealer onboarding kit; begin the monthly focus theme. **Days 61–90:** Review leading indicators; tighten playbooks; lock in the quarterly training calendar and owners.

How Connect helps (full-stack, role-based)

We design and deliver dealer-distribution-specific programs that move **Performance Objectives** across your ecosystem—**Dealers** → **TMs** → **Sales Leaders** → **C-suite**—so everyone is aligned and upskilled together. TM101, SL201, LaunchPad dealer onboarding, Dealer Optimization, executive acclimation and coaching, plus tailored scorecards and playbooks.

Call the specialists

If this looks like too much work, like you do not have the bandwidth and it would be impossible to implement...you are probably right. **Call the specialists. We are ready to help.**

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
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