

Improving the Dealer Situation



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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.

Turning Insight Into Action

Last time we outlined why every Territory Manager must understand the dealer business beyond new unit sales. But awareness is just the starting point. The real value comes when TMs can help improve the situation.

A TM does not run the dealership — but they do have influence. By asking the right questions, sharing best practices, and pointing dealers toward tools and resources, TMs can support stronger dealer performance across every profit center.

How TMs Can Support Each Profit Center

New Unit Sales

- *Focus:* Volume, velocity, and visibility.
- *TM Action:* Share competitive insights, help with prospecting strategies, and ensure the dealer's sales process is aligned with OEM programs.

Used Unit Sales

- *Focus:* Margins, remarketing, and buyer segments.
- *TM Action:* Encourage structured trade-in processes, highlight best practices for reconditioning, and show how used inventory opens the door to more customers.



The Connect Channel

Parts

- *Focus:* Availability and absorption.
- *TM Action:* Discuss stocking strategies, parts promotions, and e-commerce options. Highlight how parts sustain profitability even in down markets.

Service

- *Focus:* Retention and reputation.
- *TM Action:* Reinforce technician training, promote preventive maintenance programs, and encourage dealers to track service KPIs.

Rental

- *Focus:* Recurring revenue and customer pipeline.
- *TM Action:* Explore opportunities for short-term rental fleets, share ROI examples, and connect dealers to peers succeeding in this model.

Finance & Insurance (Bonus)

- *Focus:* Deal closure and cash flow.
- *TM Action:* Review financing programs, ensure the dealer understands OEM-backed options, and encourage bundling service contracts or extended warranties.

Why It Matters

When a TM brings ideas and structure to every profit center, they are no longer just a messenger from the OEM. They become a trusted business partner who helps the dealer survive downturns and thrive in upswings. And when the dealer wins, new unit sales follow.

Next Edition: We will look at how TMs can measure dealer health in real terms — and how those measurements predict future new unit sales.

If you are ready to equip your TMs with practical tools for influencing dealer success, our **TM101 Basic Territory Management** program is built to make that happen.

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
You can also subscribe for future editions and updates.

