



**TITLE:** Your Strongest Sales Tool  
Might Be Next to You

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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.

## Why OEMs Should Build Dealer-to-Dealer Learning Communities

OEMs often think dealer development is a one-to-one process—train, support, measure, repeat. The real acceleration happens when those same dealers start learning from each other.

### When Dealers Learn Together, Everyone Wins

Picture two dealers sitting next to each other at an OEM meeting. One mentions a new way to track service backlog. The other leans in, takes notes, and tries it the next week. The OEM never issued a directive, but suddenly both dealers are performing better.

That is the hidden value of peer learning: when experience meets structure, best practices scale faster than any internal memo.

### The Missed Opportunity in Most Networks

Many OEMs focus on dealer engagement through their field team. Territory Managers visit, train, and follow up. But most of that knowledge stays isolated in individual conversations. The result is slow adoption, uneven results, and constant chasing for compliance.

When OEMs create spaces for dealer-to-dealer dialogue—intentional, structured, and guided—adoption happens organically. The group begins to drive its own improvement.



# The Connect Channel

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## The OEM's Role: Curator, Not Commander

An effective peer group is not a free-for-all. It requires design. The OEM sets the tone, ensures data integrity, and frames the right questions. After that, the dealers take the lead.

The key is balance: create enough structure to keep the discussion productive, but enough freedom for dealers to share openly. The moment the conversation feels corporate, authenticity is lost.

## The Payoff for the OEM

When dealer groups thrive, OEMs benefit in measurable ways:

- **Higher Program Participation:** Dealers adopt new initiatives faster when peers are discussing them.
- **Better Retention:** Dealers who feel heard and connected are less likely to defect.
- **Reduced Field Load:** Territory Managers can spend more time coaching and less time enforcing.
- **Network Strength:** A rising tide lifts every dealer, and the OEM brand becomes known for supporting its people, not just selling to them.

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## Where Connect Fits In

Connect helps OEMs build structured peer-learning systems through our **Dealer 10-Groups** and **network enablement programs**. We design the framework, moderate the sessions, and tie every discussion to real performance metrics.

Dealer communities are not a side project. They are a competitive advantage waiting to be unlocked.

**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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