

Leading Through the Network

How Field Teams Become Multipliers, Not Messengers

TITLE: **Leading Through the Network**

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.

A strong field team does more than deliver updates. It multiplies performance across the network by connecting, coaching, and creating alignment between the OEM and every dealer.

The Difference Between Checking In and Leveling Up

Two Territory Managers can cover the same territory, sell the same product, and report to the same leader—yet deliver entirely different results.

The difference often comes down to mindset. One simply checks in, collects updates, and moves on. The other connects dealers to each other, helps them identify blind spots, and leaves every visit with measurable progress.

The first manages information. The second multiplies performance.

Why One-to-One Management Has Limits

OEMs often structure field roles around transactional communication—tracking inventory, reviewing sales, and pushing the next initiative. It is essential work, but it does not create scalable growth.

When field teams operate only in one-to-one mode, every improvement depends on their personal capacity. The moment they stop visiting, momentum fades.

By contrast, when they act as network multipliers—connecting dealers to each other, sharing data-driven insights, and building capability instead of dependency—growth becomes self-sustaining.



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The Multiplier Mindset

A multiplier sees their territory as a connected ecosystem, not a list of accounts. They understand that influence travels faster through peers than through policies.

They build communities of learning among their dealers, encourage transparency around key metrics, and use data to guide—not dictate—behavior.

The most effective field leaders are not the ones who say, “Here is what the company wants.” They are the ones who help each dealer see, “Here is what works.”

The Tools That Make Multipliers Possible

Great field leadership requires more than talent. It requires systems that support insight, consistency, and collaboration.

- **Peer Learning Groups** – Groups of dealers working through a shared curriculum, using accountability, shared experience, and benchmarking to drive improvement. (*Connect Dealer 10-Groups*)
- **OEM-Led Dealer Rescue and Assistance Programs** – Dealer distribution specialists working within the business to stabilize operations, analyze dealer data, and identify root causes and fixes. (*Connect Dealer Optimization*)
- **Field Team Performance Measurement** – Measuring Territory Managers by their proficiency in the behaviors that drive success—evaluation, improvement, and communication—rather than revenue alone. (*Connect 360 Assessment*)
- **Upskilling Field Teams** – Continuous education, skill development, and applied learning that strengthen the OEM’s field organization over time. (*Connect L&D Academy*)
- **Maintaining Continuous Support** – Sustaining territory momentum during transitions or staffing gaps with hands-on dealer coverage and continuity. (*Territory Triage*)

Each of these tools creates the structure a multiplier needs to move from reacting to results, to driving them.



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The OEM Payoff

When field teams operate as multipliers, OEMs experience:

- Faster adoption of new programs
- Consistent execution across markets
- Higher dealer satisfaction and loyalty
- Stronger alignment between headquarters and the field

A multiplier culture does not add work—it removes friction. It creates a network that grows together instead of one conversation at a time.

Where Connect Fits In

Connect helps OEMs evolve their field organizations from transactional management to transformational leadership. Through structured enablement, training, and performance systems, we help your team move from checking in to leveling up.

A strong field team is not a relay between departments—it is the spark that ignites the network.

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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