

## TITLE: The Field Sales Gap No One Wants to Admit



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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.

Every OEM depends on its Territory Managers. They are the individuals who shape dealer confidence, influence field performance, and act as the daily representation of the brand. Yet most organizations unknowingly operate with a silent assumption: that their Territory Managers already know exactly what to do. The truth is that very few are formally trained in the fundamentals required to drive consistent territory performance.

This assumption creates the Field Sales Gap. It is the space between what OEM leaders believe their field team is doing and what is actually happening day to day. It is rarely intentional. It forms slowly over time as new TMs are hired without structure, expectations evolve without documentation, and experienced individuals develop their own habits without alignment.

We repeatedly see this pattern across industries. A TM may be exceptional with dealer relationships but inconsistent with follow-up. Another may excel at problem solving but struggle with proactive planning. Another may be highly active but not very effective. Individually, these gaps appear small. Collectively, they hold back growth.

What closes the Field Sales Gap is not pressure, tighter oversight, or more meetings. It is clarity. Territory Managers perform best when they fully understand their role, their priorities, the cadence of their work, and the standards that define excellence. When those expectations are clear and supported with tools and coaching, the field becomes aligned, predictable, and far more productive.



## The Connect Channel

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The most successful OEMs do not rely on experience alone. They teach their Territory Managers how to manage a territory. They explain how to segment dealers, how to plan weeks and quarters, how to drive accountability inside dealerships, and how to use data to prioritize the right work. They build a system that helps every TM perform at a high level, not only the naturally gifted few.

If you are facing any of these challenges in your dealer network or field sales organization, reach out to us today. We would be glad 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](http://www.Connect-CSCC.com)**

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