

CUSTOMER SUCCESS STORY

How Hutson Resolved its Trade Assessment Bottleneck

The Situation: Growth vs. Manual Process

Kentucky-based Hutson Inc. nearly tripled its store numbers through several dealership acquisitions. *"We went from 12 stores up to 30,"* says Duane Kautzman, Hutson Sales Strategy and Asset Manager. *"It added a lot of salespeople, as you can imagine."* The growth put a strain on the trade assessment team, and they quickly realized something had to change. *"There was no way we could continue doing trade assessments the highly manual way we were before,"* Kautzman explained.



Dealer: Hutson, Inc. – IN, KY, MI, & TN

User: Duane Kautzman, Sales Strategy and Asset Manager

Pain Points: Death by a Thousand Paper Cuts

Determining the market price of equipment is an integral part of the trade assessment process. *"We have to be fairly accurate in what dollars we invest into these pieces of equipment,"* he says. *"Because of the values of these machines, we have the ability to lose a lot of money if we get it wrong."*

Kautzman quickly identified a roadblock to their process: the time required to research price comparisons. *"When you're doing 600 to 1,000 of these a month, that time you spend waiting for sites to load adds up and quickly turns into dollars and cents,"* Kautzman says.

150% – Growth in store locations

The Solution: Inventory Trade Assessment Tool

Kautzman knew he needed a better option. Four key system features drew him to Anvil Pro:

- Proactive delivery of external data sources to the trade assessment team
- Quick and easy navigation to keep assessments moving
- Flexibility to change and grow external data sources
- Scalability to grow seamlessly with the business

In short, he wanted a solution that put necessary resources in one place. The Inventory solution within Anvil Pro consolidated key metrics for each trade assessment into one dashboard, saving valuable time. *“If we can do more assessments and make them more accurate, we save the company money and become more profitable,”* he says.

“We haven’t added anybody to the trade assessment group since adding the new locations, which is pretty amazing to me,” he admits. *“The only way we could have done that is with Anvil’s Inventory feature.”*

Configured For Your Business

“[Tractor Zoom] recognizes that each business has differences,” says Kautzman. *“This wasn’t a cookie-cutter solution, off the shelf. They asked, ‘What do you want to do?’ and then they listened.”*

You may approach trade assessments from a slightly different perspective in process or resources. Anvil Pro allows you to do business your way, while delivering efficiencies, information, and insights that make a difference in your bottom line.

“Anvil’s been very effective for our trade assessment team,” he says. *“We still haven’t added any headcount to that team, which was important to me. We can do much more with the people we already have in place using Anvil.”*

“Anvil has the ability to bring all those numbers into a form to make quicker decisions and get through more assessments each and every day.”

Duane Kautzman
Sales Strategy and Asset
Manager

Problem: Access to Usable Data

Solution: Analytics Dashboard

Collecting a lot of data doesn't pay off unless you can make sense of it. *"We need to have the information in a usable form that our team can look at and make a decision quickly,"* says Kautzman. *"Or even just spend less time on searching and more time on evaluating. Anvil's analytics dashboard has done that for us."*

The summary dashboards Hutson's trade assessment team uses for preliminary pricing reviews consolidate information from various data sources and present averages, highs, and lows for quick evaluation. A click reveals the actual data driving the dashboard graphs, and reports provide deeper insights.

Problem: Duplicated Effort

Solution: Automated Data Capture

Manually entering information and verifying it takes up a lot of time. Anvil Pro recognizes information dispatched by MachineFinder™ Pro and automatically populates the appropriate fields with that data. As the deal progresses Anvil Pro continues to automatically update forms and records attached to the deal, eliminating transcription errors and moving the sales process forward.

Problem: Website Hopping

Solution: Consolidate Data

"You don't realize what 10 extra clicks in a task does from a time standpoint until you start multiplying it by hundreds and thousands of times," says Kautzman. *"By staying in one system, you don't have to click all over."*

Anvil Pro simplifies research by regularly extracting data from used equipment outlets like MachineFinder™ Pro, Tractor Zoom Pro, and others, feeding it into an internal database. Once assimilated, searches run fast and stay within the system.

Problem: Market Fluctuations

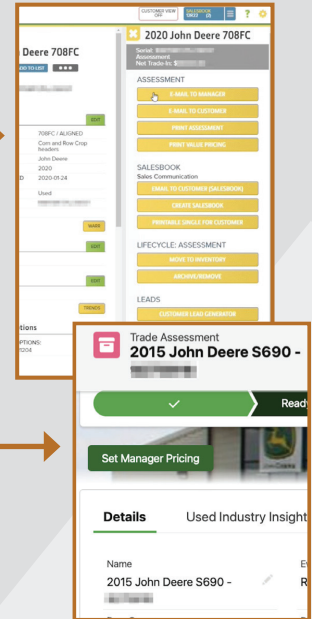
Solution: Faster Price Adjustments

"We work in a cyclical business," says Kautzman. *"You need to adjust to the conditions and change on the fly."* Hutson uses Anvil-generated inventory price-adjustment reports to track market changes on current inventory. These insights provide the opportunity to correct pricing quickly. *"Better insight leads to smarter pricing adjustments to win deals and beat the competition,"* he says.

Streamlining Processes

How to complete a trade assessment within Anvil Pro

- 1** Sales rep loads equipment request in MachineFinder™ Pro.
- 2** Anvil Pro Inventory receives profile automatically, identifies key metrics, and updates corresponding fields.
- 3** Trade assessor reviews pricing research in Anvil Pro Inventory, with quick access to internal and external comps.
- 4** Assessor makes recommendation and flags manager review.
- 5** The manager approves pricing or requests adjustments.
- 6** Sales rep receives approval notification.
- 7** Trade assessment price is added to the dealer stock unit record in Anvil Pro.



1500 Expanded capacity for trade assessments

0 Headcount added to trade assessment team

Learn how Anvil Pro can help fuel your dealership's growth.

Book a free demo.



www.tractorzoompro.com

Duane Kautzman
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