

CASE II
AGRICULTURE

J.J. NICHING COMPANY
America's longest running farm equipment dealership



CASE STUDY

How **J.J. Niching** Runs Every Deal Across Locations on One Connected Solution

**TRACTOR
ZOOM**

J.J. NICHTING COMPANY
FARMALL COUNTRY SINCE 1920



Dealer

J.J. Nichting Company
5-location Case IH and New Holland
Dealership in Eastern Iowa

User

Pat McCrabb, General Manager



THE CHALLENGE

Stagnant systems leading to slower deals, data silos in spreadsheets, and locations competing for customers and units.



THE SOLUTION

A connected sales platform where deals start with a trade appraisal, move through deal-workflow lanes, and finish with sales coordination.



THE RESULTS

Trade appraisals come back the same day, the team writes more qualified quotes, and managers see where every deal sits.



100% Sales Team Adoption

Same-Day Trade Appraisals

Fewer Quotes, Higher Close Rate

Live ~2 Weeks Ahead of Onboarding Schedule



THE CHALLENGE

A Growing Dealer on a System That Stopped Growing With It

J.J. Nichting has sold equipment in Eastern Iowa for a long time, tracing back to at least 1920. Today the business runs five stores, sells Case IH and New Holland as its core lines, and stays deliberately "pure," carrying very few shortlines.

But that didn't exempt them from the friction of growing across multiple locations. The team started out handwriting purchase orders, then managed deals across stores on spreadsheets and Google Docs, and eventually landed on sales software used at many CNH dealerships.

It was a capable quoting system overall (tied into Iron Guides for appraisals and linked to the manufacturer), but it never moved forward, and the gaps showed up daily.

This meant deals moved too slowly and there was no real way to track them, with no line of sight into whether a deal was still being quoted, sold, sitting in service, or waiting to be settled.

Additionally, the actual deal structure and costing lived in a separate Excel file, which meant "a lot of hunting and pecking" to find the right document.

Finally, with no shared view of who was working which customer, locations quietly competed against each other.

"From when we started with [our previous CRM] five or six years ago, to when we ended recently, it was the same system and didn't grow with us. It was strictly a quoting system. It didn't have a CRM that was easy to use, so we couldn't really track that customer information. And it definitely didn't help us between departments."

- Pat McCrabb, General Manager, J.J. Nichting

Know Your Process First, Then Find a System That Fits It

For Pat, the lesson from years of trying platforms was that **no system can rescue a dealership that hasn't first figured out how it wants to sell.** A self-described process guy and old technician who thinks in flowcharts, he'd already mapped J.J. Nichting's entire sales process end to end, looking for where the team could gain consistency and efficiency before shopping for anything.

That clarity is what made the search productive, and it pointed the team toward a platform that could grow with them instead of standing in place. Having watched Anvil Pro early and stayed in touch with the Tractor Zoom team as the product matured, they knew what they were stepping into. Just as important, they went in with the philosophy that a sales platform only works if the team sees it as theirs.





THE TURNING POINT

Push a CRM as a way to police salesmen, Pat warns, and you turn it into a "weapon" they'll fight against.

Make it a tool that makes their jobs easier, and you get the team adoption you're after.

"With Tractor Zoom, all of our deals start with an appraisal on the trade. Once we've determined what the trade's worth, then you can start doing the qualifying of the deal and identifying what we are really selling this customer."

- Pat McCrabb, J.J. Nichting



Managers can configure dashboards in Anvil Pro to see insights like team pipeline, open appraisals, and total quoted dollars at a glance.

Bringing Trades, Quotes, Deal Stages, and Communication Into One Platform

J.J. Nichting brought their trade appraisals, quoting, deal tracking, and internal communication into a single connected platform with Anvil Pro, built alongside the Tractor Zoom Pro pricing tools the team already trusted.

Because they'd done the process work up front, the new system fit closely out of the gate, with little custom configuration needed.

Trade Appraisals

The single biggest change was flipping the order of the deal. On the old system, everything started by building the unit you wanted to sell, with the trade and customer qualifying coming afterward. Now the deal starts with the trade.

Reps appraise right at the farm in the app instead of re-entering notes back at the office. The appraisal then routes automatically to their Corporate Sales Manager, who values it and sends it back, usually the same day, replacing the old loop of phone calls and texts.

Appraisals													
All 													
50+ Items • Sorted by Eval Status • Updated a few seconds ago													
Name	Make	Model	Year	Serial #	W...	M...	H...	H...	Ev...	T...	Q...	Net ...	Category
1 17	Undetermined	Undetermined							Submitted				Planting
2 CaseIH JX1070C	Case IH	JX1070C	2006	8390				1,029	Submitted				Tractors
3 2025 Case TV370B	Case	TV370B	2025	CSM4680C1				40	Submitted				Construction
4 New Holland SP370F	New Holland	SP370F	2020	KF002112				1,610	Completed				Chemical Applicators
5 2023 Case IH 2140	Case IH	2140	2023	5567					Completed				Planting
6 2022 New Holland B75D	New Holland	B75D	2022	NKH3061				176	Completed				Construction
7 2022 Case IH Farmall 75C	Case IH	Farmall 75C	2022	368				500	Completed			30.00	Tractors
8 John Deere 6105E	John Deere	6105E	2016	00100L				1,700	Completed				Tractors
9 No	Kinze	4900	2019	32					Completed				Planting
10 Farmall 75C	Case IH	Farmall 75C	2023	AP0073C				265	Completed				Tractors
11 MacDon FD75	MacDon	FD75	2016	10					Completed				Harvesting
12 2022 Geringhoff Patriot RD830	Geringhoff	Patriot RD830	2022	9B					Completed				Harvesting
13 2006 Case 410	Case	410	2006	362				2,020	Completed			1.00	Construction
14 TV370B	Case	TV370B	2022	3521				725	Completed				Construction
15 Deere 310SL TLB	John Deere	310SL	2023	14285				1,845	Completed				Construction



THE SOLUTION

Appraisal Details Related

Wollbrinck FD130 Completed

Primary Details Secondary Details Tires & Tracks Inspection Questions Customer Details Value Details Files & Attachments Activity & Comments

Primary Details

Images



Assignee * Location * IA 52

Year 2019 Title Wollbrinck FD130

Make * MacDon Model * FD130

With the Appraisals feature, every trade's photos, details, and notes live in one appraisal record, ready to drop onto any deal.

Quoting in Anvil Pro

Once the trade is valued and the customer is qualified, the rep builds the quote, pulling the trade straight in from Tractor Zoom Pro, and, for new equipment, letting Anvil Pro auto-pull manufacturer programs. As Pat puts it, quotes can be built "really, really quickly" inside Anvil Pro, with trades pulled instantly from Tractor Zoom Pro.

Select Dealer Programs

⚠ Verification Required.
Ensure the appropriate programs have been applied and final calculations are correct. Program information may contain inaccuracies.

Manufacturer CNH Make Case IH Program Category Select Program Category

Search Dealer Programs

Q P60

Showing 2 of 27 programs

	NAME	MAKE	CATEGORY	NUMBER	END DATE
①	Interest Waiver	Case IH	Grain Harvesting	P6021	
①	fixed_low_rate_p6070	Case IH	Patriot Sprayers, Trident 5550 &...	P6070	

0 discounts selected

Add Dealer Program(s)

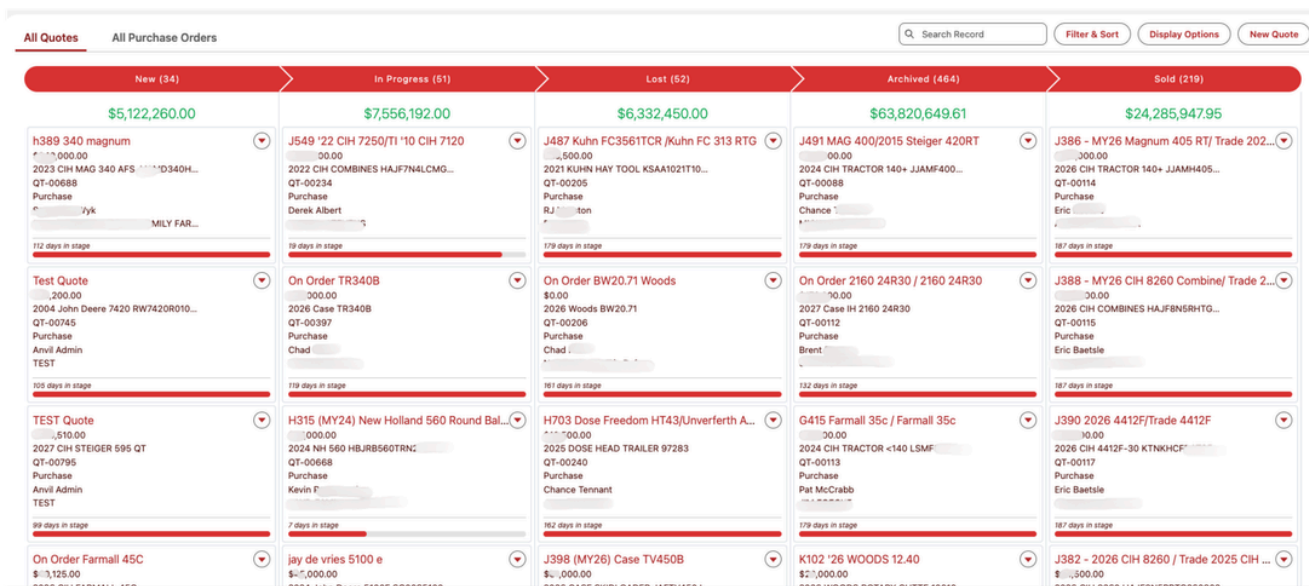
Published programs and discounts pull straight into the quote, eliminating the need to source the OEM manual.



THE SOLUTION

Deal Workflow: Visual Lanes That Track Every Deal

Every deal moves through a visual workflow board, with a Kanban Board that shows its stage at a glance, from new proposal to ongoing to sold to purchase orders. That day-tracking matters most in service, where separate "on lot" and "off lot" lanes let managers catch a stalled unit before it becomes a problem.



A visual deal-workflow board tracks every quote by stage and flags how long each has been sitting, across all five of J.J. Nichting's stores.

A Sales-Coordination Handoff That Frees the Sales Team

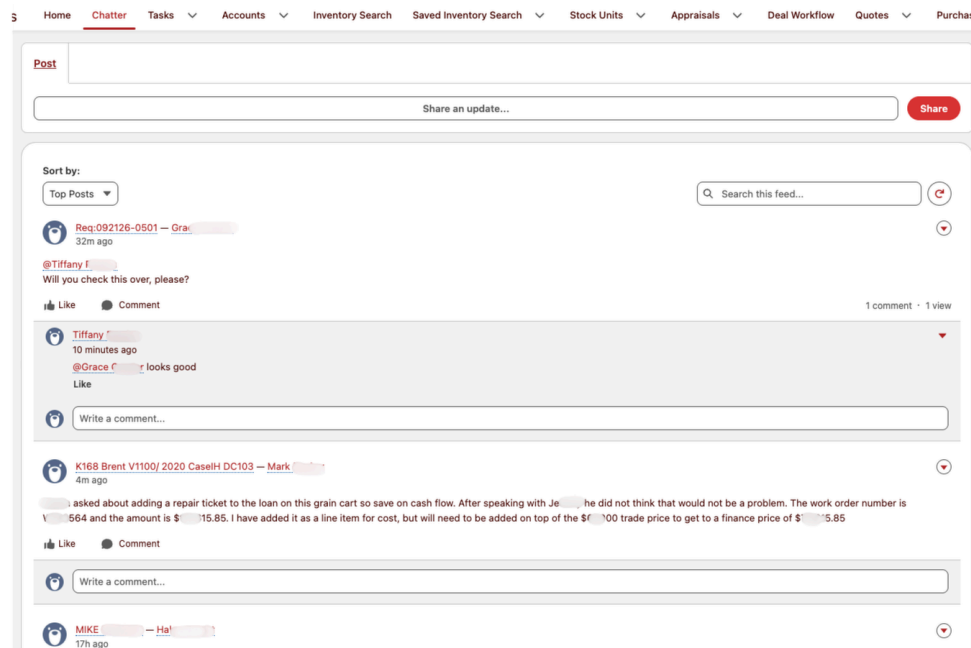
One of J.J. Nichting's distinctive moves is structural: Salesmen take a deal from A to D, and a dedicated sales-coordination team takes it the rest of the way. When a deal is marked sold, coordination picks up the paperwork, contracts, and DocuSign (built into Anvil Pro) so the rep can move on.



THE SOLUTION

Salesforce Chatter — A Surprise MVP

The feature Pat was most skeptical about became the one the team can't live without, keeping communication attached to the deal instead of scattered across inboxes.



Salesforce Chatter keeps deal conversations attached to the record so every store stays informed.

"The one that was the shocker for me is Chatter. I said, 'I don't think you'll ever get the guys to do it since it's just another form.' Now they live in Chatter. There's no communication between departments that doesn't happen in Chatter... it's one of the best features we've found."

- Pat McCrabb, J.J. Nichting

Reporting and Campaigns

Finally, Anvil Pro's reporting replaced a pile of busy work from their previous CRM. The team subscribes to auto-emailed reports, runs campaigns to drive leads to reps, and instead of building throwaway quotes just to flag a pre-sale, simply marks it on the customer record.



THE RESULTS

One Solution, Faster Appraisals, and Full Team Buy-In

With trades, quotes, deal stages, and communication living in one connected system, the way J.J. Nichting works a deal changed across all five stores. And the entire sales team is on board.

The day-to-day wins show up across the sales process:

Full adoption is how deals get done now. There's no opting out, because the solution is where the work happens. Sales reps who were hesitant at the start of the onboarding process have become some of the most loyal day-to-day Anvil Pro users.

Same-day trade appraisals.

The old back-and-forth of phone calls and texts to value a trade is gone; appraisals route automatically and come back the same day, so reps aren't idle waiting on a number.

Fewer quotes, but more of them close.

By moving qualifying up front, the team stopped "practice quoting" and now spends time only on deals that are real. Pat's take is that there are fewer quotes, but a higher percentage turns into sales.

Accountability without a stopwatch.

The days-in-lane tracking lets managers hold a timeline to every deal across every store. And because the platform is a tool the reps actually want, that accountability lands as help, not surveillance.

"As far as the percent of our team using Anvil Pro, it's 100%. They can't do a deal without being in Anvil. If it's not in Anvil, it's not a deal."

- Pat McCrabb, J.J. Nichting



THE RESULTS

A Rollout That Ran Ahead of Schedule

Given how much changed, the transition was remarkably smooth. The team started with a few key people, worked out the bugs, and let word spread, and it went live about two weeks ahead of the onboarding plan. Pat describes the switch from their previous sales software as "basically a non-event," and credits the Tractor Zoom team for both the up-front framework and the ongoing assistance.

"The flexibility Anvil has and the ability to make changes is amazing. I haven't found anything they haven't been able to change for me yet... And [the onboarding] went just so much smoother than I thought it would."

- Pat McCrabb, J.J. Nichting

Defined scope: CRM, Inventory, Quote, Sales Pipeline, Order to Cash

Milestone	Task	Weeks																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Discovery	Project Kick Off Call/Confirm Requirements																	
	Business system credentials requested																	
	Identify Users & Project Owners																	
Build	Build Anvil Pro Environment & Mobile App																	
	Integrations Build Work																	
	Environment Configuration																	
	Complete Anvil QA																	
Configuration	Complete configuration requirements																	
	Validate list reviews and reporting																	
	Sign off on Data Integration																	
Testing & Go Live	User Acceptance Testing (workflows & fields)																	
	Schedule Super User Training																	
	Complete Super User Training																	
	Establish Support Portal																	
	Plan for end user training & adoption																	
	Product Readiness Sign Off																	
	Workflow Readiness Sign Off																	
	Launch																	

Fields highlighted in yellow drive extended timelines if there are delays/scope creep/changes in strategic direction

Anvil Pro onboarding is scoped and scheduled at signing. Establishing clear roles and responsibilities early ensures quicker adoption and speed-to-value.



THE RESULTS

What This Means For Your Dealership

J.J. Nichting's story makes a different point than most CRM pitches. This is a well-run, multi-location dealership that already had a mature sales process and had tried plenty of tools, including a real quoting system. What they were missing was a platform that could match how they sell and keep evolving with them.

The takeaways translate to just about any growing dealer. Do the process work first, since software alone can't fix a process you haven't defined.

- **Make it a tool, not a weapon.** Adoption hit 100% because the platform makes reps' jobs easier, not because it polices them.
- **Multi-location coordination is where the margin is.** Once you add stores, territories, and lines, doing it all manually means competing against yourself.
- **Pick a system that grows with you.** The reason J.J. Nichting left their old quoting tool for the same reason they trust Anvil Pro: One stopped changing, and the other keeps evolving with the dealership.

"If it's not in Anvil Pro, it's not a deal."

- Pat McCrabb, J.J. Nichting



THE RESULTS

Ready to Run Every Deal Across Every Store in One Place?

With Anvil Pro, your team can:

- **Start every deal with a Tractor Zoom Pro trade appraisal, onsite and even offline**
- **Build accurate, qualified quotes fast, with trades and manufacturer programs pulled straight in**
- **See every deal's stage and how long it's been sitting across all your locations**
- **Hand off cleanly from sales to coordination, with DocuSign built in**
- **Get full team buy-in with a framework and hands-on support behind the rollout**

Whether you're running two stores or five, disconnected quoting tools and side spreadsheets create friction that slows your team down and lets deals and margin slip between locations. Anvil Pro gives dealers like J.J. Nichting the speed, coordination, and visibility to sell more efficiently, with a system their reps actually want to use.

Book a demo of Anvil Pro to see how dealers like J.J.

Nichting are running every deal — one platform, start to finish, across every store.



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