

Town & Country IMPLEMENT

Rock Valley, Iowa



CASE STUDY

How **Town & Country's** Sales Team Uses Anvil Pro At Its Two Locations

**TRACTOR
ZOOM**



Dealer

Town & Country Implement
2-location Case IH, New Holland Ag,
and Kubota Dealership

Users

Clint Berentschot, Sales
Ross Bootsma, Sales



THE CHALLENGE

Paper-and-pen files, scattered deal sheets, and no shared view of quotes or trades, leading to lost time and missed deals.



THE SOLUTION

Tractor Zoom Pro + Anvil Pro as one connected platform for trades, quoting, deal stages, and internal communication.



THE RESULTS

A sales team that now works every deal start-to-finish in one system, with faster quoting and nothing falling through the cracks.



~50% Faster Quote-Building

~2+ Hours Saved Per Week Per Rep

75%+ Adoption of CRM & Deal Workflow

Paper Files, Spreadsheets, and Deals That Slipped Through the Cracks

Town & Country Implement runs a lean-but-mighty operation. Across two stores in northwest Iowa, their sales reps handle a broad mix of Case IH, New Holland, Kubota, and plenty of shortline equipment, with each salesperson owning their own deals day to day. It's a smaller operation than most dealerships looking for a centralized sales platform, but the friction it faced was just as real.

For years, the tools holding those deals together were paper and spreadsheets. The team briefly moved trade records to a shared OneDrive file and had even tried another CRM a year or two earlier, but neither stuck, and both remained cumbersome to work in.

The costs of these manual processes showed up in the daily work. Finding an old deal could mean digging through a file for an hour and hoping it was still there. Reps struggled to stay on the same page with customers who came back asking what they'd been offered on a trade a year or two ago.

"I quoted something but I didn't enter it into my deal sheet... he called and said, hey, where are you at? I didn't have that on my radar because I didn't ever enter it or didn't have good notes on it."

- Ross Bootsma,
Sales, Town & Country Implement



A Simpler Way to Run Every Deal, Start to Finish

The Town & Country team had used Tractor Zoom Pro to value trade-ins for a couple of years, and it had become the backbone of how they appraised equipment across both stores. What was missing was a way to connect that trade work to everything that came after it (the quote, the negotiation, and the purchase order) in one place the whole sales team could see.

The earlier attempt at adopting a CRM made that gap clear. The platform never took hold with the sales staff and didn't come with the kind of hands-on support a smaller dealership needed to make it work, so the team kept falling back on paper and spreadsheets.

For the dealership, the lesson wasn't so much that software couldn't help — it was that **any new system had to be simple enough that every rep would actually use it**, including the ones who had never worked a deal digitally.



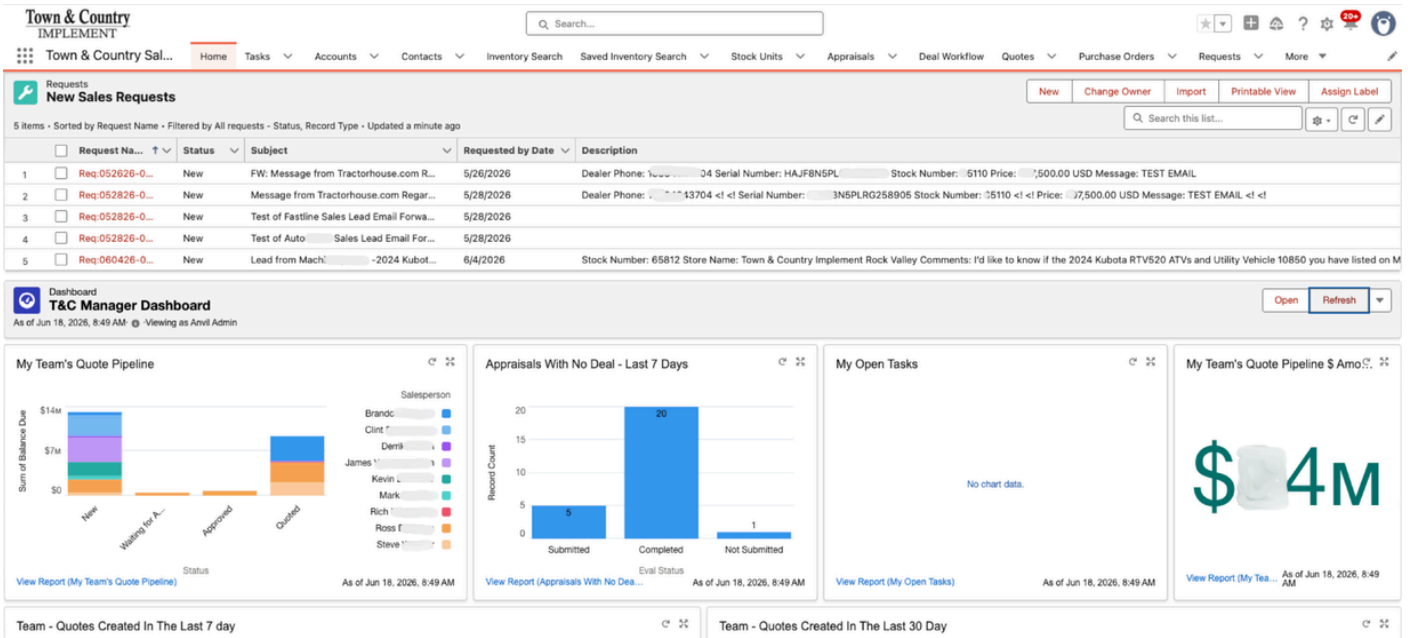


THE TURNING POINT

That's what pointed them towards Anvil Pro. Built alongside the Tractor Zoom Pro tools they already trusted, it promised a single home for a deal from trade-in to quote to purchase order. And it was accessible from anywhere, visible across both stores, and straightforward enough to learn start to finish.

"We actually tried another CRM...but this was much simpler for our guys to catch on to how to do a process from start to finish."

- Clint Berentschot,
Sales, Town & Country Implement



Configure manager dashboards within Anvil Pro to display team pipeline, open appraisals, and total quoted dollars at a glance.

Connecting Trades, Quotes, and Communication in One Platform

Town & Country onboarded Anvil Pro to bring their trade-ins, quoting, deal tracking, and internal communication into a single connected platform. And it was built on top of some of the Tractor Zoom Pro pricing tools the team already used.

Rather than a one-size-fits-all rollout, the system was configured by Tractor Zoom's team to match the way Town & Country actually sells, from how trades route between stores to how the team manages incoming leads.

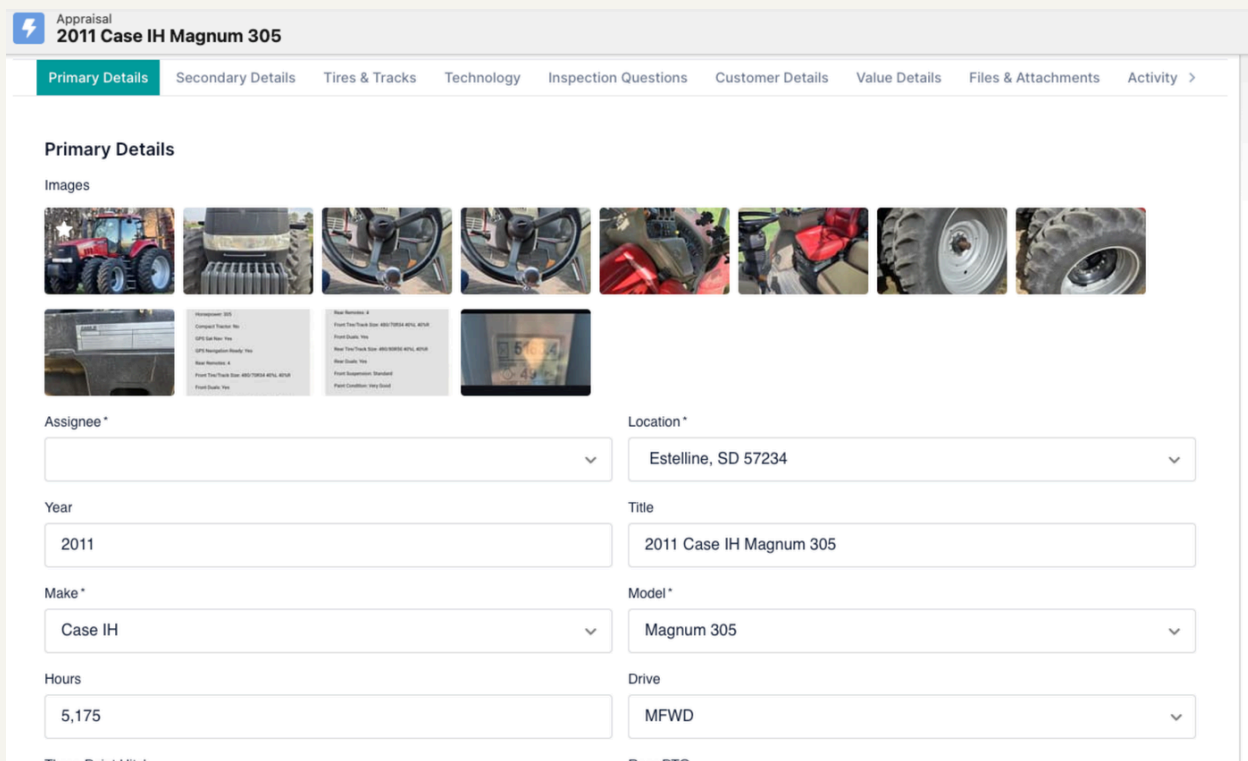


Some of the key Anvil Pro features the Town & Country team adopted and uses regularly are:

Trade Appraisals

Every rep enters their own trade-in, and Clint works up the value from the same appraisal screen now built directly into Anvil Pro. Because trades and deals live together, any trade can be pulled straight onto any deal.

Reps can filter by customer, make, or model to find what they need in seconds, or even reopen an appraisal a year later to see exactly what was figured in for reconditioning.



Appraisal
2011 Case IH Magnum 305

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

Primary Details

Images

Assignee *

Location *

Year

Title

Make *

Model *

Hours

Drive

These Point Links

Back PTO

Anvil Pro's Appraisals feature keeps every trade's photos, details, and notes in one place, ready to drop onto any deal.



THE SOLUTION

Quote

Reps can build a quote two ways:

- (1) Starting from a stock unit or
- (2) straight from the customer record, with numbers that auto-populate either way.

They can quote equipment the dealership doesn't currently have on hand, including shortline and other manufacturers, and pull a trade in from Tractor Zoom Pro without bouncing between separate files and spreadsheets.

The screenshot displays the 'Quote' interface in the Town & Country Implement software. The top navigation bar includes a search bar and various menu items like Home, Tasks, Accounts, Contacts, Inventory Search, Saved Inventory Search, Stock Units, Appraisals, Deal Workflow, Quotes, Purchase Orders, Requests, and More. The 'Quotes' menu is currently selected.

Below the navigation bar, there's a 'Quote' section with a status bar showing stages: New, Waiting for Approval, Approved, Quoted, **Sold**, Lost, and Archived. The 'Sold' stage is highlighted.

The main content area is divided into several sections:

- Quote Details:** Includes tabs for Record Details, Requests, Activity, Chatter, Files, Related, and Quote History. A 'Save' button is present, indicating the quote was last saved on May 21, 2026.
- Equipment (2):** A section for managing equipment, with tabs for Trade-ins, Taxes, Customer Info, Summary, and Payments. The 'Summary' tab is active.
- Quote Summary:** A detailed breakdown of costs and prices. It includes fields for Base Cost, Additional Costs, Dealer Programs, Total Costs, Selling Price, Margin, and various charges. The summary shows a Total Selling Price of \$3,900.00 and a Margin of 8.25%.
- Stock Units (2):** A table listing available stock units for quoting. The table has columns for Name, Total Dealer Cost, Dealer Discounts, Customer Discounts, Selling Price, Margin (\$), Margin (%), and Include. Two units are listed: '2026 KUB LA106' and '2026 KUB MX6000'.
- Summary:** A sidebar on the right providing a quick overview of the quote details, including Equipment Condition, Base Cost, Additional Costs, Dealer Programs, Total Cost, Margin, Selling Price, Additional Charges, Total Selling Price, and Gross Taxes. It also includes a 'Margin Calculator' section.

Build quotes for any OEM line in minutes directly within your Anvil Pro sales workflow. Add associated costs and notes to provide your customer a quick and accurate quotation.

THE SOLUTION

Program Data (Within Quote)

For new equipment, Anvil Pro auto-pulls published manufacturer programs (including for CNH and Kubota machines) directly into the quote, replacing the manual step of pulling up the book and trying to locate the right programs.

Select Dealer Programs

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

Manufacturer: Make: Program Category:

Search Dealer Programs

Showing 2 of 27 programs

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

0 discounts selected Add Dealer Program(s)

Not taken from actual dealer data

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

Deal Workflow

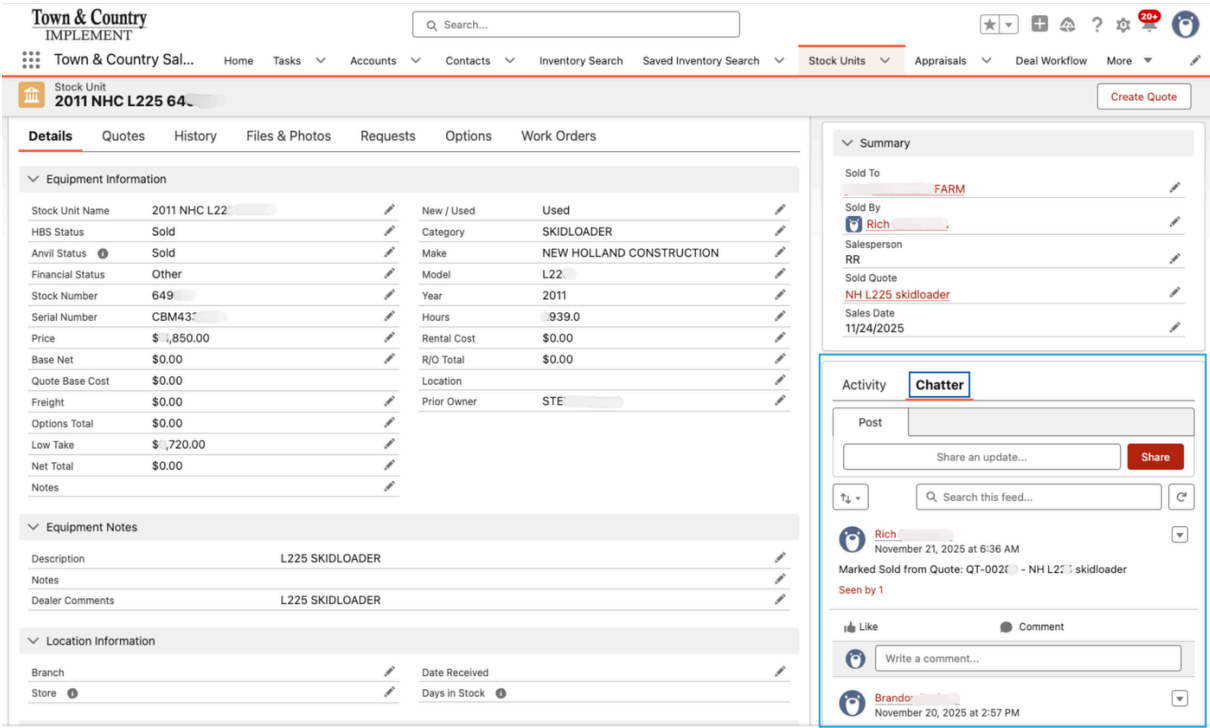
A visual drag-and-drop board organizes every deal by stage — *New, Waiting for Approval, Approved, Quoted, and Sold*, plus *Lost* and *Archived* for reference and follow-up.

You can even configure your own stages that fit your operational workflow. Reps and managers can see exactly where each deal stands and how long it has been sitting, so nothing slips through the cracks.

THE SOLUTION

Salesforce Chatter

Internal messaging keeps communication attached to the record it belongs to, trade-in questions, lead hand-offs, and notes, instead of scattering it across email inboxes or apps that reps have to dig through later and confirm.



The screenshot displays the Salesforce Chatter interface for a specific stock unit record. The top navigation bar includes the 'Town & Country IMPLEMENT' logo, a search bar, and various navigation tabs like 'Home', 'Tasks', 'Accounts', 'Contacts', 'Inventory Search', 'Saved Inventory Search', 'Stock Units', 'Appraisals', 'Deal Workflow', and 'More'. The main content area is divided into two columns. The left column, titled 'Details', contains several sections: 'Equipment Information' (listing fields like Stock Unit Name, HBS Status, Anvil Status, Financial Status, Stock Number, Serial Number, Price, Base Net, Quote Base Cost, Freight, Options Total, Low Take, Net Total, and Notes), 'Equipment Notes' (with Description and Dealer Comments), and 'Location Information' (with Branch, Store, Date Received, and Days in Stock). The right column, titled 'Summary', shows 'Sold To' (FARM), 'Sold By' (Rich), 'Salesperson' (RR), 'Sold Quote' (NH L225 skidloader), and 'Sales Date' (11/24/2025). Below the summary is the 'Activity' section, which is currently set to 'Chatter'. It shows a post by 'Rich' on November 21, 2025, at 6:36 AM, stating 'Marked Sold from Quote: QT-002f - NH L225 skidloader'. Below this post is a comment by 'Brando' on November 20, 2025, at 2:57 PM.

Salesforce Chatter keeps deal conversations attached to the stock unit and centralizes internal messages so all reps stay informed.

Marketing Requests

Inbound leads from sources like TractorHouse, Fastline, and Facebook all land in Anvil Pro as assignable, trackable Requests. Instead of an email free-for-all, leads can be routed to the right rep and followed from acknowledged to in-progress to priced.



THE RESULTS

One Platform, Faster Deals, and a Full Team Buy-In

With trades, quotes, and communication living in one place, the way Town & Country works a deal changed across both stores. A sale now moves start to finish inside Anvil Pro. Clint pulls an appraisal straight onto a deal, the rep builds the quote with numbers already populated, and the purchase order prints from the same record instead of being handwritten.

The data to day wins show up across the platform:

Faster quoting.

For new equipment, Anvil Pro auto-pulls published manufacturer programs into the quote, replacing the manual step of pulling out the book. Ross estimates it cuts his pricing time roughly in half.

Nothing slips through the cracks.

The Deal Workflow board shows every quote by stage and how long it's been sitting, so reps and managers can see exactly what needs attention — and Clint can spot when a trade he sent back hasn't been quoted yet.

Cross-store visibility.

Ross can see every rep's trade-in across both locations, so when a customer wants something he doesn't have, he can connect with the salesperson taking that unit in.

Communication that stays with the deal.

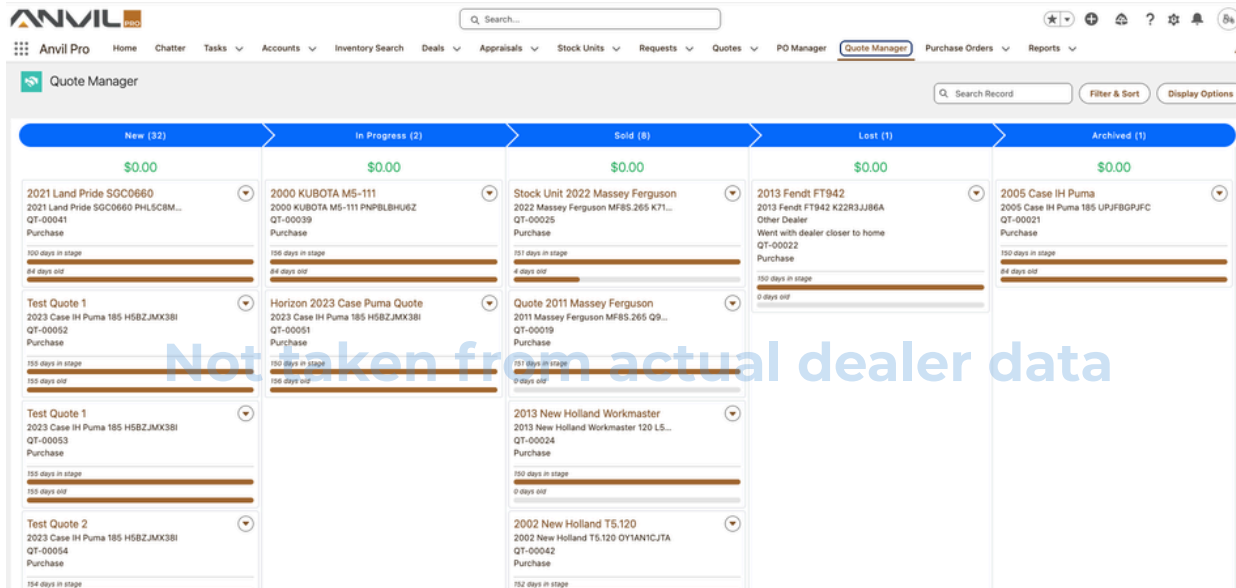
Salesforce Chatter keeps trade questions and lead hand-offs tied to the record instead of buried in email, and inbound leads land as trackable Requests the team can assign and follow.



THE RESULTS

"I can cut the time probably about in half of how long to actually price it out."

- Ross Bootsma, Town & Country Implement



A visual Deal Workflow board tracks every quote by stage and flags how long each has been sitting, across all stores.

The time those tools free up gets reinvested in selling, following up with more customers, working new leads, and getting numbers back faster.

But perhaps the most telling result is the adoption rate. Reps who once wanted nothing to do with being "tracked" now run every deal through Anvil Pro, helped along by an onboarding experience and weekly check-ins that, in both reps' words, stood in stark contrast to the thin support of the CRM they'd tried before.

"Now those guys are using Anvil Pro every single day and they are buying into having everything in one spot...I think it honestly makes us better salesmen."

- Clint Berentschot,
Town & Country Implement



THE RESULTS

What This Means For Your Dealership

Town & Country's story makes it clear that you don't need 10 stores to feel the impact of a connected platform. A two-location team gained the same things larger dealerships are after: Faster quoting, organized deals, and full visibility across stores, without a ton of extra admin work or a system too complex for reps to adopt.

If anything, a smaller operation has less room for deals lost in a file or a spreadsheet, which makes getting everyone on the same platform that much more valuable.

The payoff wasn't just cleaner processes. It was reps who used to resist being "tracked" now running every deal through Anvil Pro because it genuinely makes their jobs easier, and a sales team, owners, and customers all served better for it. For any dealership weighing whether a tool like this is worth the effort, Town & Country's salespeople answer plainly:

It is worth it, as long as you commit to using it.

"Anvil Pro has made my life as a salesman a heck of a lot easier. We have everything in one spot, from a quote to a trade in, from trade in to a quote to a purchase order, and we can even print off purchase orders. I don't have to handwrite retail order forms anymore. The start to finish of a sale is so much faster and so much easier using Anvil that I don't want to go back to the old way we did it."

- Clint Berentschot, Town & Country Implement



THE RESULTS

Ready to Streamline Sales Across Your Stores?

With Anvil Pro, your team can:

- **Run every deal (from trade-in to quote to purchase order) in one place**
- **Quote faster with auto-pulled manufacturer programs**
- **See every deal's stage across both stores so nothing slips through the cracks**
- **Keep communication tied to the deal, not lost in emails**
- **Get every rep on board (even the biggest skeptics) with hands on support behind them**

Whether you're running two stores or twenty, disconnected paper and spreadsheets create friction that slows your team down. Anvil Pro gives dealers like Town & Country Implement the speed, organization, and visibility to sell more efficiently, with a system intuitive enough for reps to actually use.

Book a demo of Anvil Pro to see how dealers like Town & Country are working faster — one deal, one platform, start to finish.



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