



Product Update

Build & Manage Program Data

Search and Apply OEM Program Data Directly Inside Anvil Pro Quote

Managing manufacturer programs and incentives shouldn't slow down the quoting process. With **Build & Manage Program Data**, Anvil Pro allows dealers to **search, filter, and apply OEM programs directly inside Anvil Pro Quote**, without digging through PDFs or manually entering program details.

This enhancement brings OEM program data into the quoting workflow, helping dealers build faster, more accurate quotes with fewer steps and less risk of error.

What Does This Integration Allow Dealers to Do?

Anvil Pro now ingests OEM program and incentive data and makes it searchable directly within Anvil Pro Quote.

The result is a faster quoting experience with greater confidence in program accuracy.

Instead of referencing monthly PDFs, dealers can:

- View all available programs in one place.
- Search by program number or name.
- Filter by make, model, or equipment category.
- Apply programs to a quote in just a few clicks.

Select Dealer Programs

⌵	Pro Lease P9020PR	New Holland	Boomer/WORKMASTER Series T...	P9020PR	2026-03-31
⌵	Retail Salesperson Bonus P8200	New Holland	Boomer/WORKMASTER Series T...	P8200	2026-03-31
⌵	Aged Inventory P8101	New Holland	Boomer/WORKMASTER Series T...	P8101	2026-03-31
⌵	Compact Powertrain PPP Extended Coverage P8866	New Holland	Boomer/WORKMASTER Series T...	P8866	2026-03-31
⌵	Interest Waiver P9092W	New Holland	Certified Pre-Owned Programs	P9092W	2026-01-31
⌵	Fixed Low-Rate P9092UC	New Holland	Certified Pre-Owned Programs	P9092UC	2026-01-31
⌵	Cash P8000 PLUS Everyday Rate	New Holland	Close-Out Programs	P8000	2026-01-31
⌵	Cash P8000 PLUS Everyday Offers	New Holland	Combines and Heads	P8000	2026-01-31
☒ 2% 2.00%					
⌵	Low Rate Financing P9080C	New Holland	Combines and Heads	P9080C	2026-01-31
⌵	Interest Waiver P9081W	New Holland	Combines and Heads	P9081W	2026-01-31
⌵	Partner Lease P9080PN	New Holland	Combines and Heads	P9080PN	2026-01-31
⌵	Pro Lease P9080PR	New Holland	Combines and Heads	P9080PR	2026-01-31
⌵	Additional Cash Discount Combine Heads P8195	New Holland	Combines and Heads	P8195	2026-01-31
⌵	MY26 Presell P8222	New Holland	Commercial Hay	P8222	2026-03-31
⌵	Cash P8000 PLUS Everyday Offers	New Holland	Commercial Major Hay & Forage	P8000	2026-03-31
⌵	Low Rate Financing P9005	New Holland	Commercial Major Hay & Forage	P9005	2026-03-31
⌵	Partner Lease P9005PN	New Holland	Commercial Major Hay & Forage	P9005PN	2026-03-31
⌵	Pro Lease P9005PR	New Holland	Commercial Major Hay & Forage	P9005PR	2026-03-31
⌵	Aged Inventory P8862	New Holland	Commercial Major Hay & Forage	P8862	2026-03-31
⌵	Retail Salesperson Bonus P8200	New Holland	Commercial Major Hay & Forage	P8200	2026-03-31

1 discount selected

Add Dealer Program(s)

Programs can be filtered and searched from a list of those offered by the OEM. Users can click the dropdown next to each program to see a list of the discounts available through that program.

Who Can Use This Feature?

This feature is available to dealers using Anvil Pro Quote who manage manufacturer programs for the following OEMs:

AGCO

All programs that a dealer would regularly have access to will be available within this integration.

CNH

- New Holland
- CASE IH
- Flexicoil
- Kongskilde
- Miller
- Forage Cruiser

How It Works

Each month, Anvil Pro ingests updated OEM program documents and converts them into structured, searchable data.

Once programs are ingested:

- Users can search for manufacturer programs directly inside Anvil Pro Quote.
- Programs can be filtered by make, model, and category.
- Discounts associated with each program are visible before selection.
- Selected programs are automatically applied to the quote.

This removes the need to manually transcribe program details from PDFs, saving time and reducing errors.

Ongoing Program Updates

As new manufacturer programs become available for ingestion, Tractor Zoom will continue to add them to Anvil Pro. Customers can expect **ongoing updates over the coming weeks and months** as additional programs are made available. Watch for future product update communications as new program data is released.

Why This Matters for Your Dealership

- **Faster Quotes:**
Search and apply programs in seconds – no more flipping through documents or copying data by hand.
- **Improved Accuracy:**
Automatically applied program data reduces the risk of incorrect values or missed discounts.
- **More Consistent Processes:**
Standardizes how programs are applied across sales teams and locations.
- **Better Customer Experience:**
Faster, cleaner quotes help customers move forward with confidence.

How to Search & Apply Program Data in Anvil Pro

Once it has been enabled, take the following steps to access and apply program data::

1. Open an existing or new quote in Anvil Pro.
2. Select **Add Dealer Item**.
3. Choose **Search Programs** from the dropdown.
4. Filter and search available programs.
5. Select the appropriate discount(s).
6. Click **Add Dealer Program(s)** to apply them to the quote.

After selecting a discount, press the “Add Dealer Program(s)” button to add this program/discount to the current quote.

Refresh Cost Values

Dealer Costs

Base Cost	\$ 702.05	Add notes here
Cost	\$	Add notes here
Misc. Program	\$ 0.00 %	Add notes here

Financing Offers

Program Name	Term (Months)	Rate (%)	Notes
P6109CI - Enhanced Low-Rate Financing P6109CI	72 months	0%	Subcompact 25SC

Total Cost \$702.05

+ Add Dealer Item