TRACTOR ZOOM WORKFLOW

Still Juggling Quotes, Trades, and Leads Across Seperate Systems?

There's a faster way to sell equipment, and it doesn't require overhauling your process.

Do these sound familiar?

- You're not always sure your **pricing** reflects the market, so you're guessing or digging for numbers you can trust.
- **Trade-in values** live in a separate process and don't always make it into the quote the same day.
- **Quotes** take too long to build, and follow-up gets delayed while customers wait
- The **settlement process** lives in one person's head, so when they're out, deals stall.
- **Inbound leads** fall through the cracks because there's no central place to track them.

Dealers don't want to manage spreadsheets and chase down information across multiple systems. That's not how small dealerships thrive.





What the full workflow looks like with Tractor Zoom

Our solutions work together to connect every stage of your sales process: From the moment a customer walks in to printing off the final invoice.

Quotes go out faster
No more rebuilding from scratch. Any rep can build an accurate quote quickly and ensure timely follow-up.

Price trade-ins quickly and confidently
Stop chasing numbers across multiple sites and reports. Find current, market-based values for every equipment make and model directly in your sales workflow.

Lead-tracking and follow-up is easy
Leads and tasks stay tied to the deal, so follow-up happens when it should, not two days after the customer asked.

PO and settlement are seamless
Once a quote is approved, Anvil Pro moves the deal forward without anyone starting over. Purchase orders, settlements, and invoicing all follow the same workflow.

Everything lives in one place
Quotes, trades, leads, and POs are all connected in one system. One login replaces your CRM, quoting tool, appraisals, and open purchase orders.

Works with the systems you already use

No rip-and-replace required. Our end-to-end workflow solutions sync with your DMS, pull in OEM program data from the brands you sell (AGCO, CNH, Kubota, John Deere, CLAAS, Vermeer, JCB, and more), and connect quoting, inventory, e-signatures, and invoicing into one flow.

The result is no double entry, no extra logins, and no hunting through PDFs mid-deal.

Built for lean teams like yours.

Implementing dealer software doesn't have to be a massive IT project. We have a roadmap to bring your investment to value quickly. And because Anvil Pro makes it easier to sell equipment, you can rest assured that your sales team will actually want to use it.

Town & Country IMPLEMENT

"Anvil Pro has made my life as a salesman a heck of a lot easier.

Having everything in one spot — from a quote to a trade in, from trade in to a quote to a purchase order, printing off a purchase order... The start to finish of a sale is so much faster and so much easier using Anvil Pro that I don't want to go back to the old way we did it."

— **Clint Berentschot**, Sales Representative, Town & Country Implement (a two-store CNH & Kubota dealership in northwest Iowa)

Ready to see how a connected system makes your entire process faster? Book a quick call with our team today.

Book A Quick Call