

TRACTOR ZOOM

FOR AGCO DEALERS

The End-To-End Sales Solution Your Team Will Actually Use

Built to fit how your team already sells, give reps up to 30% of their day back, and keep every deal moving from the first conversation to signed paperwork.

ONE SYSTEM FOR TRADE APPRAISALS, QUOTING, CUSTOMER MANAGEMENT, AND SETTLEMENT.

Built to mirror how AGCO dealers already sell

Most AGCO dealers say that customers are showing up more informed and deciding faster than ever before. But when a deal is stitched together across your dealer management system, PDF program sheets, spreadsheets, and sticky notes, that speed can work against you. Deals lose momentum, and opportunities stall short of the close.

Tractor Zoom replaces that patchwork with one seamless solution suite your reps actually want to use. Move trade appraisals, quoting, customer management, and settlement through a single connected system. Put real auction and retail values behind every appraisal and pricing decision, so your team spends less time wrestling with tools and more time selling.



Real results from real AGCO dealers

3-4 Months

Typical time for AGCO dealers to go live on Anvil Pro

9.39%

Average higher turn rate vs. non–Tractor Zoom dealers

78%

of AGCO customers see improved margins

81%+

Average platform adoption rate

WHAT AGCO DEALERS GET WITH TRACTOR ZOOM

Take every deal from first handshake to signed paperwork in one system

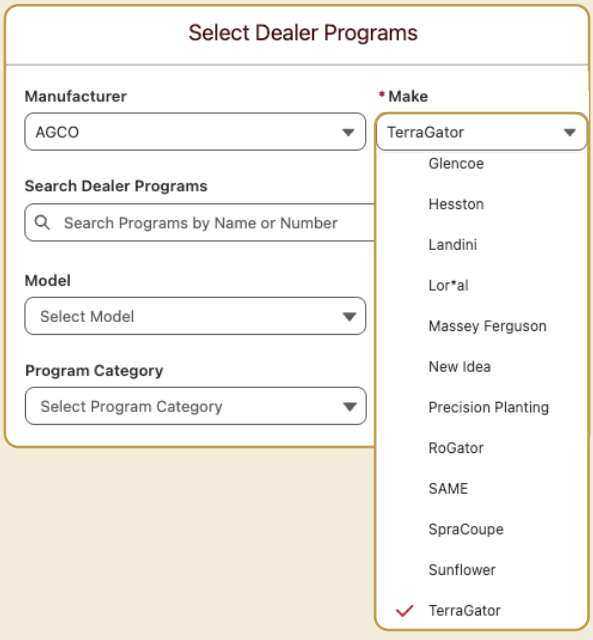
- Deal Workflow moves each opportunity through Sales → Manager Review → Processing → Settlement → Invoicing, with live pipeline value and days-in-stage on every deal.
- PO and invoicing run in the same flow the quote started in; one login replaces the appraisal-to-invoice scramble.
- Team dashboards show sold-quote dollars, units sold, and open sales requests at a glance.

Price every trade and used unit on real market data

- Value trades on $75B+ of real auction and retail sold data.
- Back six-figure conversations with defensible, data-driven numbers that build customer trust.
- Inventory Management flags aging and at-risk units and supply trends early so units move before carrying costs pile up.

Apply current AGCO program pricing right inside the quoting workflow

- Quote with options, warranties, tax, and trade allowances calculated automatically.
- Search, filter, and apply live AGCO program data directly within Anvil Pro.
- Stop chasing changing incentives across manual processes and PDFs.



Your existing tools, finally working together

AGCO Programs
- Digital signatures move equipment from quote to delivery faster.

Dealer Management System (DMS)
- Sync inventory and customer data across locations. Integrates with HBS, DIS, RIMSS, Aspen, and Primus.

Docusign
- Secure digital signatures simplify approvals and speed delivery.

ZIEGLER AG EQUIPMENT

- **~$30M** Potential top-line revenue increase
- **60%** Improvement in appraisal efficiency

"Tractor Zoom has been a very good partner for Ziegler even before we started this project, and it only cemented it during. The people there are top-notch and customer-focused. I'd highly recommend any partnership you'd consider with this team."

— Used Equipment Manager, Ziegler Ag

AGCO CO-OP FUNDS:

Get up to 50% back

AGCO dealers can submit Tractor Zoom Pro and Anvil Pro subscriptions through AGCO's co-op funds and recover up to 50% of the cost.

See If You Qualify

Let's get connected

In a make-or-break year, the last dealer in your market to modernize pays for it. See how AGCO dealers move deals faster with one connected platform.

Book A Demo