

TRACTOR ZOOM

FOR CLAAS DEALERS

Win deals faster with sharper pricing and a connected workflow.

Selling premium combine and forage-harvester lines means every trade-in appraisal, every quote, and every day a unit sits on the lot counts. Tractor Zoom gives CLAAS dealers the pricing intelligence to hold margin on high-ticket deals, and the connected workflow to close them faster.

Built for the realities of selling CLAAS equipment

Selling CLAAS in North America isn't like selling other lines. Your customers are large-scale grain and forage operations making six-figure equipment decisions, and they expect you to know what their trade is worth before they do. An inaccurate valuation on a LEXION or JAGUAR can erode trust that took years to build.

Tractor Zoom puts real market data in front of your salespeople at the right moment and connects quoting, signatures, and delivery so nothing falls through the cracks. Real-time sold-transaction data across 60% of the market means your team can anchor high-ticket pricing to real sold values.



Real results from real AGCO dealers

3-4 Months

Up and running
(vs. 12+ with other software)

60%+

Sold market coverage for pricing confidence

80%

of Tractor Zoom customers see improved margins

100%

Utilization rate of Anvil Pro's Quote feature among current CLAAS customers

WHAT CLAAS DEALERS GET WITH TRACTOR ZOOM

Keep every deal moving from quote to delivery

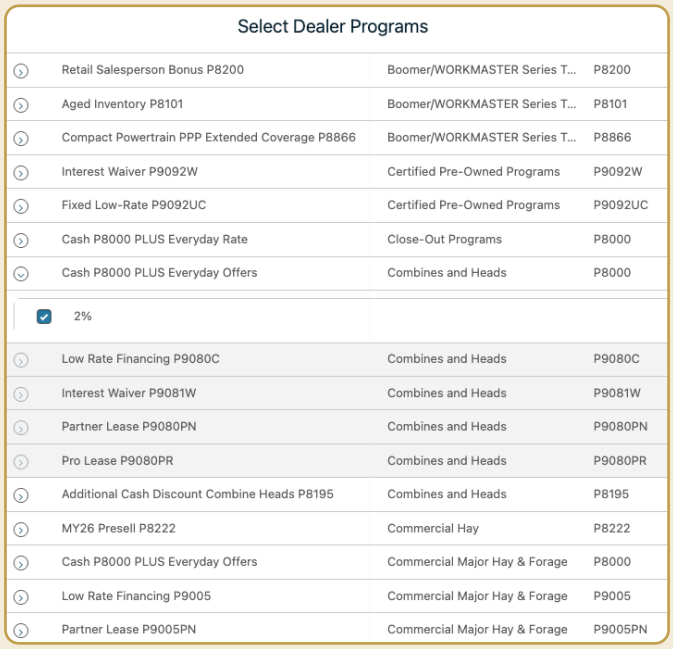
- Deal Workflow shows live pipeline value and days-in-stage to show you where every deal stands.
- Unified quoting lets you search and apply current CLAAS program and incentive data inside the quote, with options, warranties, tax, and trade allowances calculated automatically.
- Centralized communication keeps sales, service, and accounting on one thread tied to the stock unit.

Price high-ticket iron on what it actually sold for

- Value LEXION, JAGUAR, and TRION trades on $75B+ of real-time auction and retail sold data. Never rely on stale data again.
- Capture photos and specs in the field and push an appraisal to the team in minutes.
- Inventory Management flags aging and at-risk units and reprices before margin walks on six-figure iron.

Run CLAAS alongside other lines you sell, all in one place

- Trade values flow from Tractor Zoom Pro into the same Deal Workflow steps across every brand you carry.
- Inbound lead management and appraisals run the same way in every location.
- A user-friendly interface means your reps will actually want to work in the tool every day.



Your existing tools, finally working together

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.

Multi-Line Ready
- Run CLAAS alongside McCormick, Lemken, Salford and more through the same workflow.

CLAAS

RIMSS Business Systems Technology

HBS SYSTEMS

Primus

DIS

ASPEN By CHARTER

docusign

GJ's HARVEST CENTRE INC.

- **Multi-line:** CLAAS + Lemken, Salford & McCormick
- **One workflow:** Trades → quote → delivery
- **Real-time:** Sold data, not stale listings

"We use it for everything. Lemken is a big part of our business, Salford is a big part, and McCormick — but CLAAS is the biggest. Everything needs to flow through Anvil Pro; if you sell a Lemken, the trade values are done in Tractor Zoom, and it follows the same steps."

— Founder & Owner, GJ's Harvest Centre

Let's get connected

In a make-or-break year, the last dealer in your market to modernize pays for it. See how CLAAS dealers hold margin on high-ticket deals and close them faster with Tractor Zoom.

TRACTORZOOMPRO.COM

Book A Demo