

TRACTOR ZOOM

FOR CNH DEALERS

Put the trade at the front of the deal and move it to invoice, all in one system.

Tractor Zoom helps CNH dealers start every deal with a real trade conversation, weed out the tire-kickers, and carry the true buyers from quote to invoice in one connected workspace. One place for Case IH and New Holland Ag, with visibility across your whole operation.

Built for the way CNH dealers win deals

CNH dealers operate in fast-moving regional markets where trade values shift quickly, and pricing discipline decides profitability. Whether you carry a combination of CNH brands or just one mainline OEM, balancing manufacturer expectations, used-inventory risk, and customer demand takes clear insight into the market and your own performance.

Tractor Zoom's solutions bring your data and workflow together. They move the trade assessment to the front of the deal, sparking real conversations on the farm that surface true buyers before your team sinks hours into a deal that was never going to close. Once you have commitment, the same suite carries the deal from quote to invoice.

No more bouncing between Microsoft Teams, your dealer management system, PDF program sheets, spreadsheets, and sticky notes. Now everything lives in one place.



Real results from real CNH dealers

3-4 Months

Typical time for CNH dealers to go live on Anvil Pro

67%

of CNH dealers see increased turn rates

78%

of CNH customers see improved margins

80%+

Average platform adoption rate

WHAT CNH DEALERS GET WITH TRACTOR ZOOM

Carry every deal from quote to invoice, and see where it stands

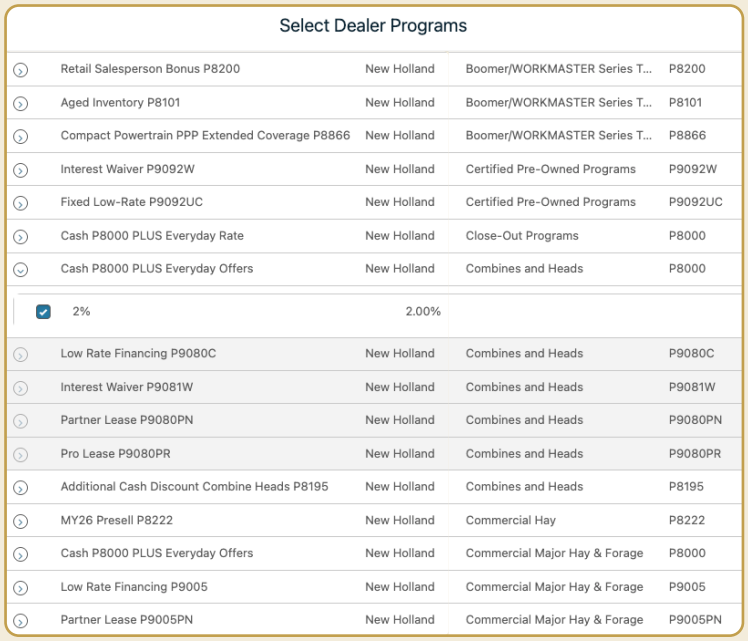
- Deal Workflow moves each deal through Sales → Manager Review → Processing → Settlement → Invoicing, with live pipeline value and days-in-stage.
- PO and invoicing run in the same flow the quote started in, shrinking your sold-to-invoice timeline.
- Centralized Communication keeps chats, notes, and customer texts tied to the stock unit across every team.

Put the trade at the front of the deal to find real buyers

- Appraise on the farm; capture photos and specs and push them to the team instantly.
- Every value is built on $75B+ of real auction and retail sold data, not stale listings.
- Inventory Management flags aging and at-risk units and reprices against live market data before margin walks.

Apply current CNH program pricing right inside the quote

- Quote with options, warranties, tax, and trade allowances calculated automatically.
- Search, filter, and apply live CNH program and incentive data right inside the quote.



Your existing tools, finally working together

CNH Programs
- Search and apply current program data directly inside Anvil Pro.

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

Docusign
- Digital signatures shorten deal timelines and simplify delivery.

Town & Country IMPLEMENT

- **50%** Faster quote-building
- **2+ hrs** Saved per week, per rep

"Anvil Pro has made my life as a salesman a heck of a lot easier. Everything's in one spot — from a quote to a trade-in to a purchase order. I don't handwrite retail order forms anymore. Start to finish, a sale is so much faster and easier that I don't want to go back to the old way."

— Sales Rep, Town & Country Implement

Let's get connected

In a make-or-break year, the last dealer in your market to modernize pays for it. See how CNH dealers surface real buyers faster and move every deal from quote to invoice in one system.

TRACTORZOOMPRO.COM

Book A Demo