



Product Update

Margin Targets in Anvil Pro Quote

Give Your Sales Team Profit Visibility at the Point of Sale

Every dealership has profit expectations for the equipment they sell. But communicating those to a sales team and tracking whether they're being met is a constant challenge. Targets end up in spreadsheets that go stale, verbal conversations that get forgotten, or tribal knowledge that walks out the door when someone leaves.

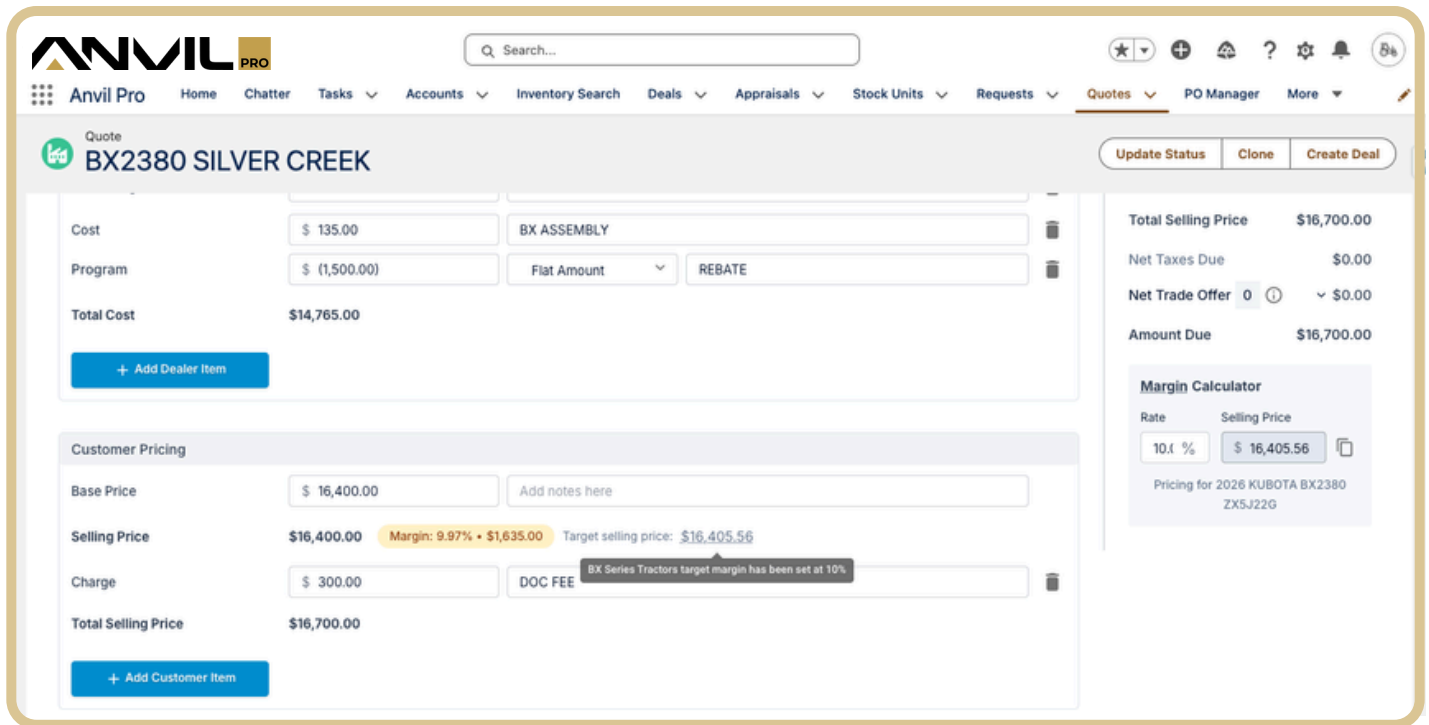
Anvil Pro Quote's Margin Targets feature solves this by placing your dealership's margin expectations directly inside the quoting workflow. Reps see a target margin and a color-coded indicator on every quote, updated in real time. Sales managers track performance across the entire team from a single view without opening individual quotes.

What Dealers Can Do

Sales managers define profit margin targets by equipment type: Category, make, series, new/used, or any combination of stock unit data. Those targets display automatically on every quote that matches, giving reps clear pricing expectations before they finalize a deal.

With Margin Targets, your team can:

- See the dealership's margin target for each piece of equipment directly on the quote.
- Track margin status with a simple color system: green (at or above target), yellow (below target), red (negative margin).
- Model pricing scenarios with an interactive margin calculator without leaving the quote.
- View margin performance across all quoted equipment in a single manager list view.



Margin targets display automatically in the Customer Pricing section, updating in real time as the rep works the deal.

Why This Matters for Your Dealership

Clear Expectations at the Point of Sale

Margin targets display right where reps are working, removing spreadsheet lookups or asks for the manager. The expectation is visible from the moment the quote is created.

Real-Time Profit Visibility

The target updates dynamically as costs change — programs, PDI, selling price adjustments all recalculate the margin instantly. Numbers are always current, never stale.

Management Oversight Without Micromanaging

A built-in list view shows where every deal stands against its target. Managers spot trends and address gaps without reviewing each quote individually.

Flexible by Design

Set targets by category, make, series, new/used, or any combination. As broad or as granular as your dealership needs. No limit on the number of rules.

Who Can Use This

Margin Targets is part of Anvil Pro's core capabilities and is available to all equipment dealers using Anvil Pro Quote, working across all OEMs and equipment types. Getting started is straightforward, with a sales manager providing margin expectations by equipment type and the system is surfacing these details while a quote is created.

See It In Action

Ready to give your sales team real-time margin visibility?

[Book a demo](#) with Tractor Zoom to see how Anvil Pro Quote works for your dealership.