

The visibility your sales reviews have been missing.

Sales Intelligence gives you clarity at a glance.

Most equipment dealers think their biggest problem is lead volume. Their own sales data says otherwise, and Anvil Pro brings it into one connected view.



One connected view across every store: Invoiced revenue, margin, pipeline health, and SNI exposure, defined the same way for everyone. Filter by stores, category, or salesperson.

What You'll Get

ONE SOURCE OF TRUTH

Invoiced revenue, margin, pipeline health, and SNI exposure that is filterable by new or used, category, salesperson, or branch.

RIGHT WHERE YOU WORK

Pre-built dashboards inside of Salesforce, so every store and sales person sees the same numbers.

BUILT FOR JOHN DEERE DEALERS

Runs on your Anvil Pro data you already have. No migration, no extra login, nothing to install.

CATCH MISSES EARLY

Quota-risk and slump flags surface before the month is lost, not after the sales review.

ASK AI ASSISTANT

The dashboards answer your weekly questions. The AI Assistant handles the follow-ups.

There are **572** quoted items in the open pipeline that have been in progress for more than 90 days, with a **total cost of \$52,806,956.74**. This reflects the current volume and value of long-standing open quotes in your sales pipeline.

#	total_quoted_items	total_cost
1	572	52806956.74

Help us get better?

How much revenue did we generate last year?

The total revenue generated last year was **\$72,740,573.94** from **704** invoiced units. This reflects all units marked as invoiced in the previous fiscal year.

Would you like to see revenue based on net revenue after returns or recognized revenue instead?

What was the total revenue generated last year by salesperson?

What was the total revenue generated last year by equipment category?

What was the total revenue generated last year by new vs used?

Ask your question...

GETTING STARTED

Contact Tractor Zoom today to learn how other dealers are leveraging Sales Intelligence.

[SEE HOW IT WORKS](#)