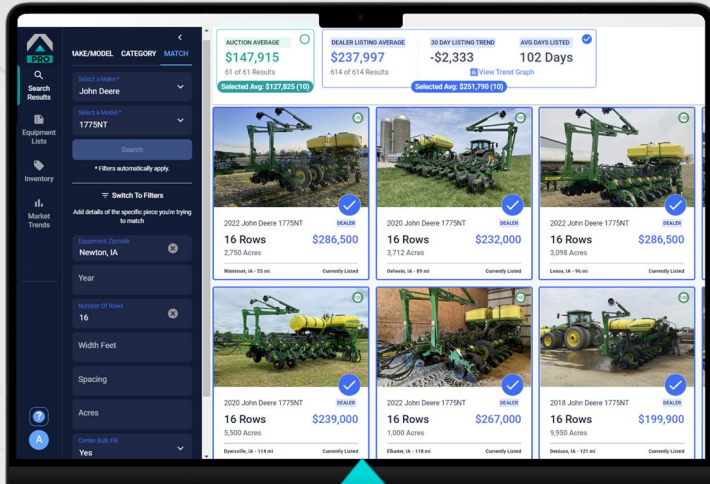


50% reduction in
quote-to-close
time



**HELPING DEALERS SELL
EQUIPMENT FASTER**

Supply & Demand



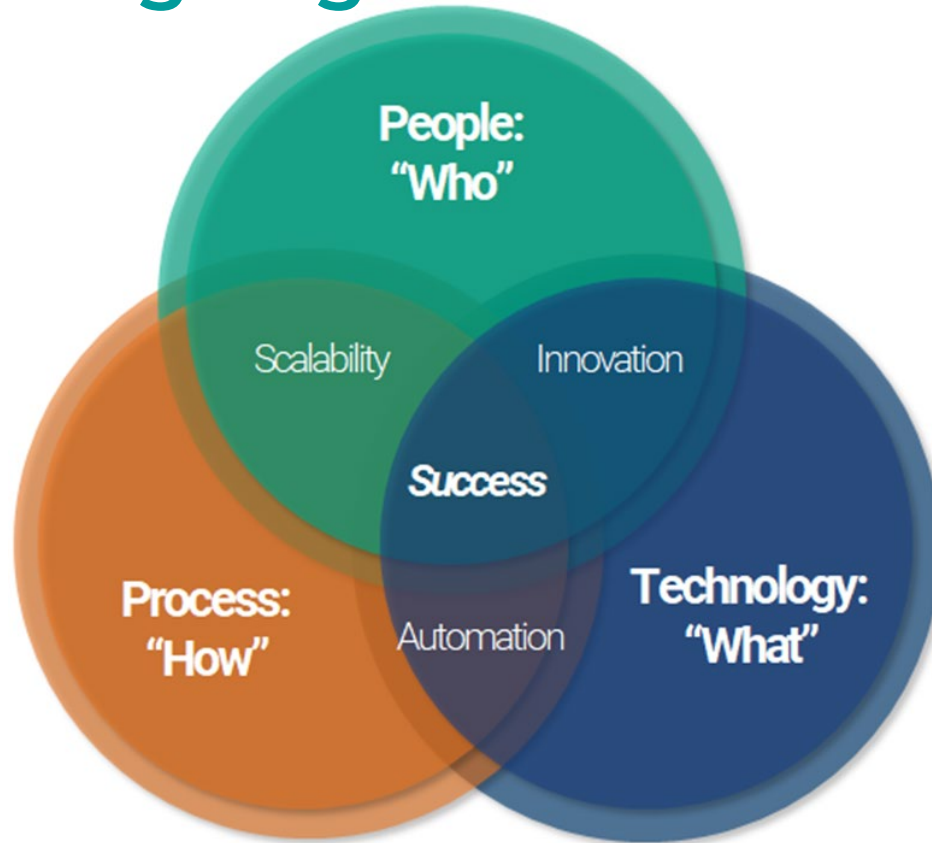
Iron Sharpens Iron

Tools and Tech for
Equipment Dealers





Why Learning Organizations Win





LinkedIn



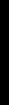
Be Heard!



Connect
Here

Dealership Roots...

TRACTOR
ZOOM





Tractor Zoom Solution Suite

TRACTOR
ZOOM

TRACTOR
ZOOM PRO

ANVIL PRO



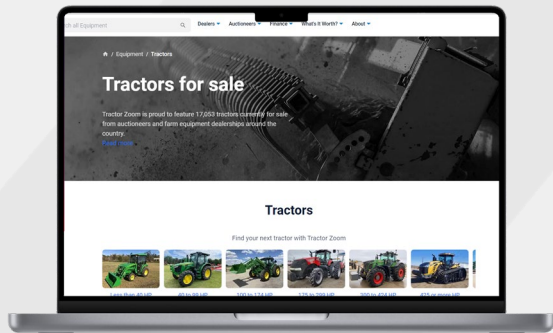


Tractor Zoom Solution Suite

TRACTOR ZOOM

TRACTOR ZOOM PRO

ANVIL PRO



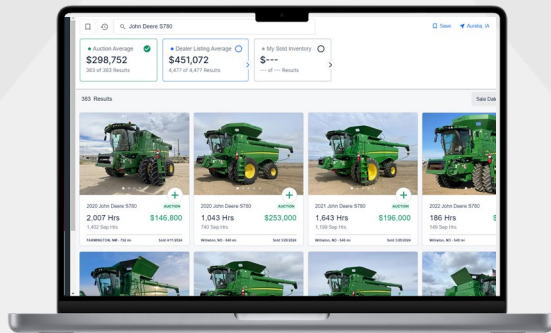
Data Collection Engine

Base Listings Free

\$21.5B Annual Listings - 64% of market

403,754 Monthly Users

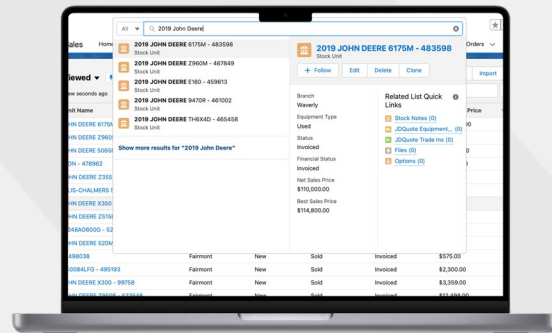
\$82B Proprietary Comparable Sales



Pricing, Appraisal & Analytics Software

134 B2B Customers

1350 Locations



Dealer Intelligence Platform

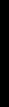
48 Dealership Customers

625 Locations

6,500 User Licenses

Opportunities to Improve at your Dealership?

TRACTOR
ZOOM



A grayscale photograph of a man holding a young child, standing in a field. In the background, a large combine harvester is visible, partially obscured by the text. The scene is misty or hazy, with a bright light source on the right side of the frame.

TRACTOR ZOOM INNOVATION COUNCIL

SHAPING THE
FUTURE OF THE
EQUIPMENT INDUSTRY

CUSTOMER SEGMENTATION

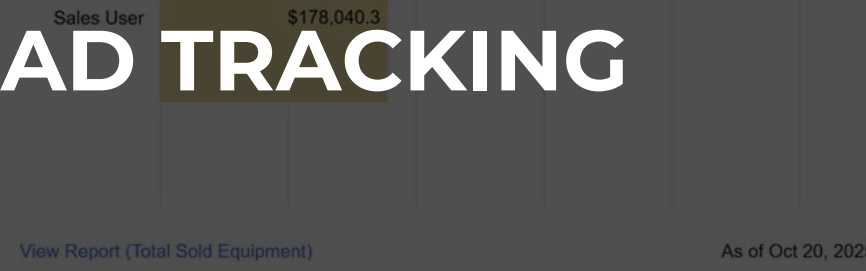
1. Data Quality

2. RFM

3. Resource Allocation

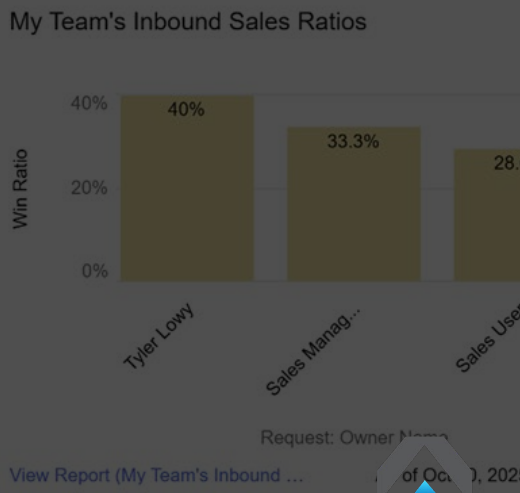
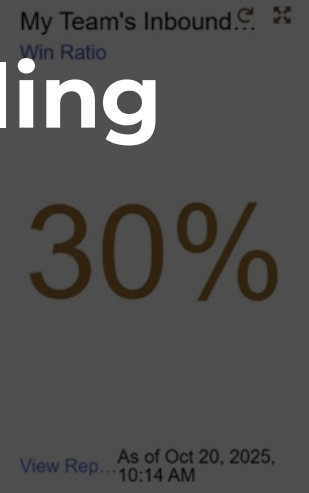
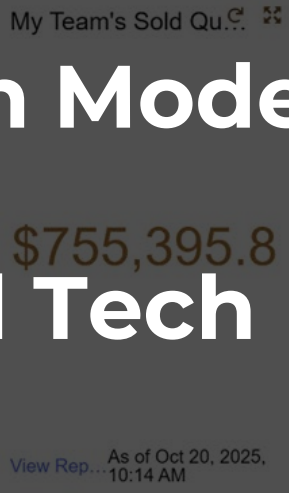
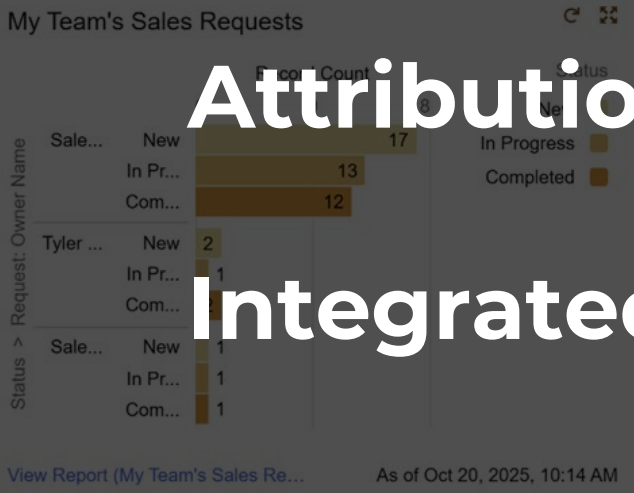


MARKETING LEAD TRACKING



Attribution Modeling

Integrated Tech



Inefficiency

Inaccuracy

Bottleneck



TRADE EVALUATIONS

A man wearing a dark vest over a light-colored shirt and glasses is standing next to a large Fendt tractor. He is looking down at something in his hands, possibly a tablet or a set of papers. The tractor is a Fendt 724 V, as indicated by the text on its side. The setting appears to be a gravel lot or a construction site, with other machinery visible in the background. The overall image has a dark, semi-transparent overlay.

1. Data Quality
 - a. Input data
 - b. Decision data
2. Speed

How often should your used equipment be repriced?

Every day

0%

Every month

0%

Every quarter

0%

Every year

0%

Whenever the market changes

0%

Never

0%



REPRICING PROCESS

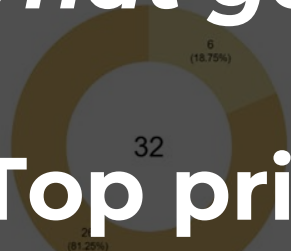
1. Data Quality
 - a. Input data
 - b. Decision data
2. Speed

How Market Power Affects Dynamic Pricing

DASHBOARD & REPORTING

My Team's Open Quotes

of Quotes



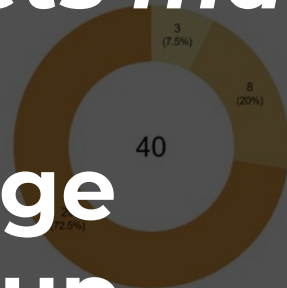
My Team's Win Ratio

Percentage

86.5

My Team's Closed Quotes

of Quotes



“What gets measured, gets managed”

1. Top priorities, top of page

2. Mapped out and rolled up

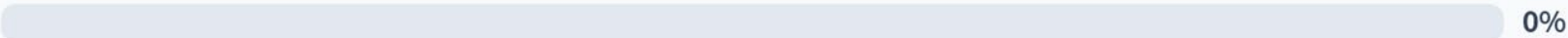
3. Instant

4. Reward positive action

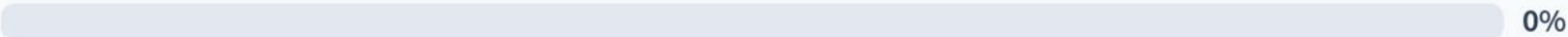
5. “Morning Cup of Coffee”

You've got one area to focus on the remainder of 2025 and into 2026. What is it?

Sell more new



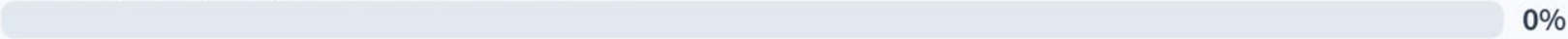
Sell more used



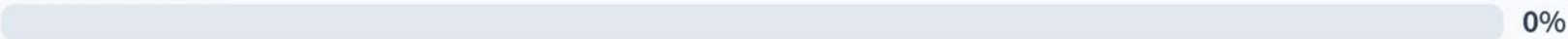
Increasing efficiency within your organization



Improving absorption / selling more parts and service



None of the above



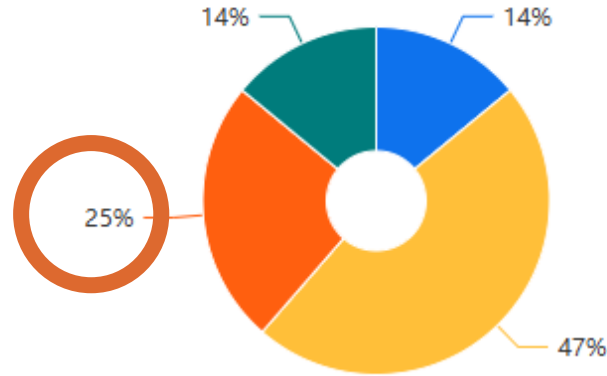
EOY Business Objectives (Oct. 14th)



1. Dealer: You've got one area to focus on for the remainder of 2025 and into 2026. What is it? (Single choice)



(57/78) 73% answered



■ Selling more new ■ Selling more used ■ Increasing efficiency within your operations ■ Improving absorption / selling more parts and service



ADOPTION RATE

1. Carrot

- a. Dashboards
- b. Instantly Useful Tool
- c. Onboarding

2. Stick

- a. Source of Truth
- b. Leadership

3. Donkey



Now or Later?

“A good plan, violently executed now, is better than a perfect plan executed next week.” - Gen. George Patton

Now or Later?

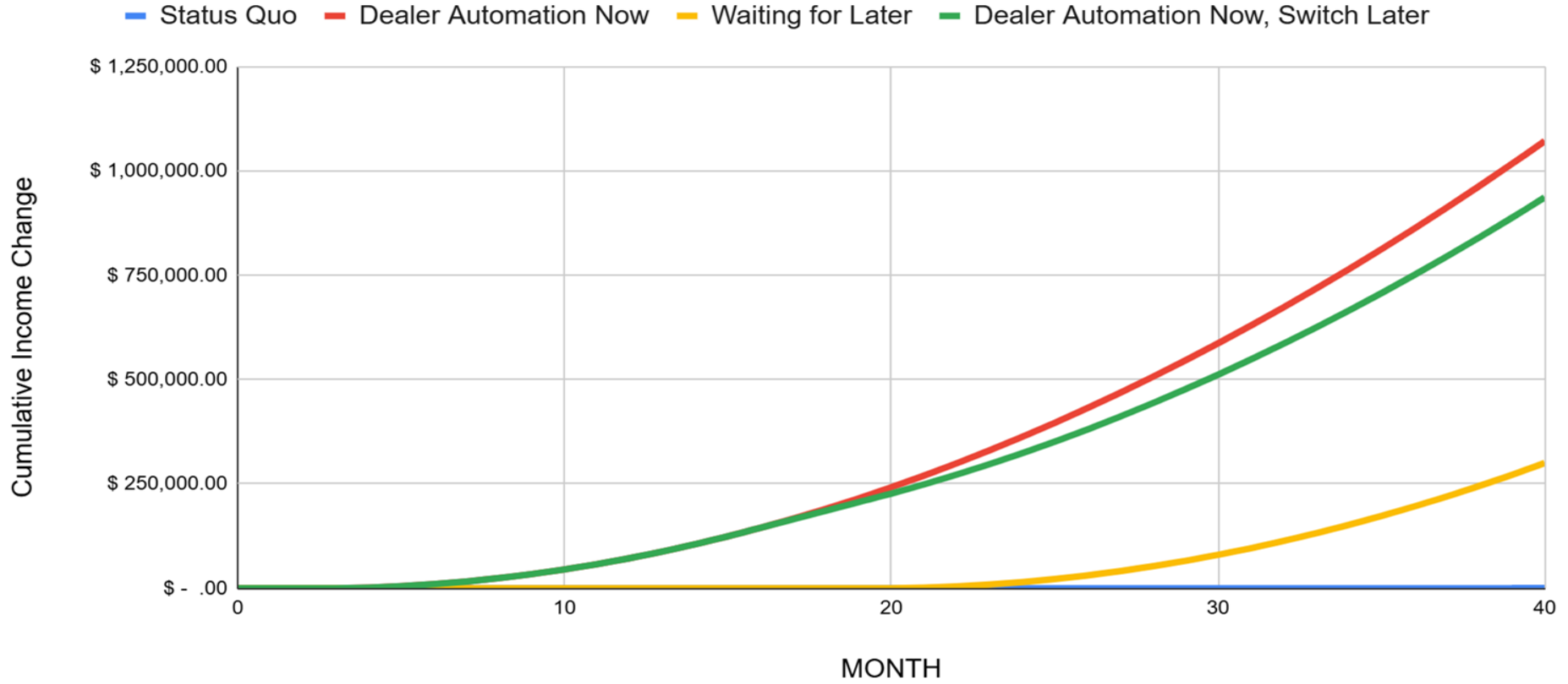
\$1,000,000 annual profit

7% interest rate

1% improvement to bottom line

Act Now, Delay, Do Nothing?

Cost of Waiting: Cumulative Income by Time of Action



LEARNING



Questions?

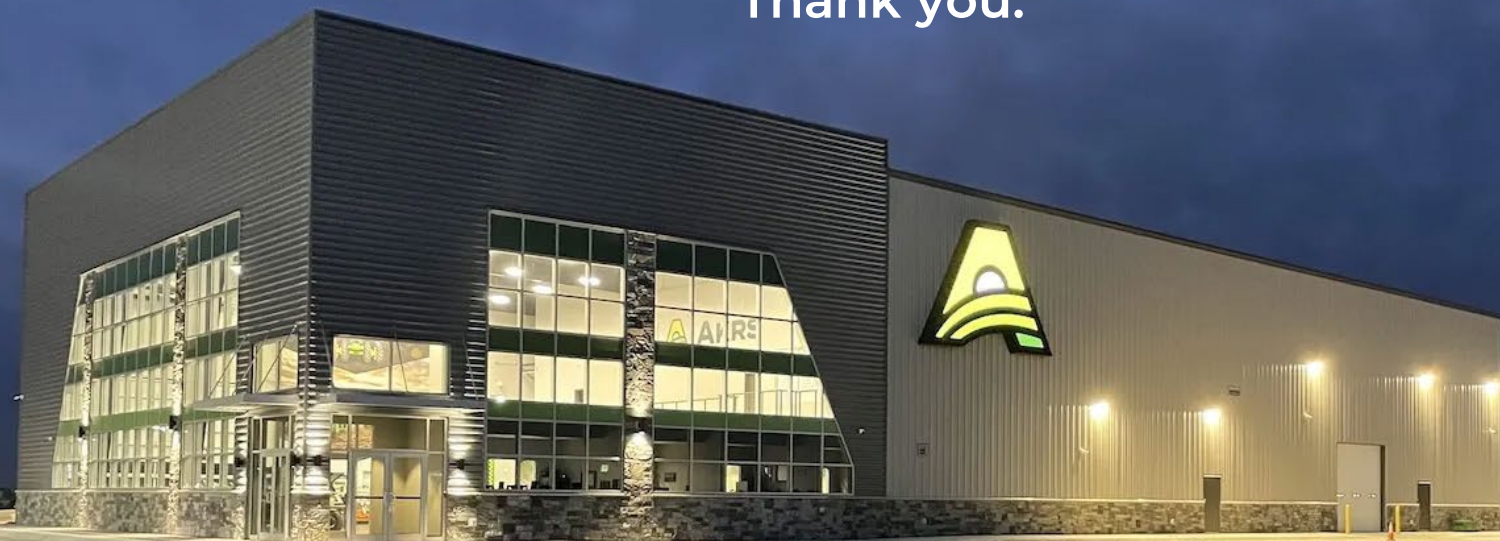


Andy Campbell
acampbell@tractorzoom.com



People have built Tractor Zoom, not
our data or software.

Thank you.



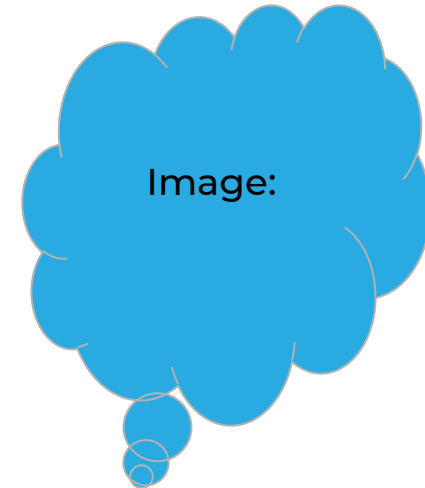
Kyle McMahon
CEO

Confidential - Property of Tractor Zoom, Inc.

Iron Sharpens Iron as a metaphor

Concept: *Adaptive Intelligence*

- Introduce the “Iron Sharpens Iron” metaphor as organizational learning theory in motion.
- Frame your session as an applied study: how dealers refine performance through deliberate friction between data, process, and people.
- Theoretical anchor: **Argyris & Schön’s double-loop learning** — strong organizations don’t just fix problems; they rethink the assumptions behind them.
- Transition: sharpening the edge isn’t just about new tech—it’s about using friction (iteration, feedback, accountability) to harden your systems.



CUSTOMER SEGMENTATION / STRATIFICATION

Theory Anchor: *RFM Model* (Recency, Frequency, Monetary Value) + *Pareto Principle* (80/20 rule)

- **Research Insight:** RFM segmentation reliably predicts customer lifetime value (Fader & Hardie, *Journal of Marketing Research*, 2009; MDPI, 2023).
- **Structure:** Divide customers by quintiles or deciles (top 20% = “prime,” next 30% = “growth,” next 30% = “maintain,” bottom 20% = “re-qualify”).
- **Dealership Translation:**
 - Recency → last purchase or service date
 - Frequency → number of transactions or service visits per year
 - Monetary → revenue or margin contribution
- **Action Loop:** Allocate resources proportionally; higher tiers get personalized contact and retention efforts, lower tiers move into automated nurture workflows.

MARKETING LEAD TRACKING

Theory Anchor: *Funnel Theory + Conversion Attribution Models*

- **Research Insight:** Tracking leads across multiple touchpoints increases marketing ROI up to 20–30% (Bain & Co., 2021).
- **Practice:** Align marketing attribution with sales pipeline visibility—connect quote creation, CRM status, and marketing source data.
- **Behavioral Tie-In:** *Technology Acceptance Model (Davis, 1989)* — adoption rises when perceived usefulness and ease of use are high.
- **Dealer Example:** Dealers using unified CRM + marketing dashboards improve lead-to-quote rates by XX%

TRADE EVALUATION PROCESS & CENTRALIZED EVALUATIONS

Theory Anchor: *Decision Quality & Information Symmetry*

- **Research Insight:** Consistent decision frameworks reduce cognitive bias and valuation variance (Kahneman & Tversky, 1979).
- **Application:**
 - Standardized trade forms reduce “anchoring bias.”
 - Centralized valuation desks act as quality-control nodes—ensuring uniform pricing logic and comparable risk assessment.
- **Dealer Example:** Prairieland Partners and Van Wall Equipment both cut time-to-quote by ~30% after implementing centralized evaluations.
- **Cultural Link:** “Iron sharpening iron” = evaluators challenging each other’s assumptions until prices align with data reality.

REPRICING PROCESS

Theory Anchor: *Prospect Theory & Loss Aversion*

- **Behavioral Research:** People overvalue what they already own (“endowment effect”), leading to slow price reductions on stale inventory.
- **Dealer Application:** Automated repricing tools remove ego friction—decisions driven by time-on-lot data, not emotion.
- **Practice Outcome:** Dealers repricing every 30 days see 15–20% faster turns and 2–3 point higher GMROI.

DASHBOARDING & REPORTING

Theory Anchor: *Cognitive Load Theory + Visualization Science*

- **Insight:** Clear visual feedback loops accelerate decision accuracy (Tufte, *Visual Display of Quantitative Information*).
- **Dealer Application:** Move from static reports (lag indicators) to live dashboards (lead indicators).
- **Example:** “Dealers using weekly live dashboards report faster action cycles and higher internal accountability.”
- **Tie-In to Learning Theory:** dashboards create “reflective practice”—real-time reflection drives better next decisions.

HIGH ADOPTION RATES

Theory Anchor: *Technology Acceptance Model + Diffusion of Innovations (Rogers, 1962)*

- **Insight:** Early adopters influence 68% of the curve (early majority + late majority).
- **Dealer Application:** Identify “tech champions” internally—peer friction becomes positive friction.
- **Empirical Support:** Organizations with >75% user adoption of core tools outperform peers by ~25% in operational efficiency (McKinsey, 2022).
- **Narrative Loop:** “Iron doesn’t sharpen in isolation—it sharpens through repetition and shared pressure.”

THE EDGE — CONTINUOUS REFINEMENT

Theory Anchor: *Kaizen & Systems Thinking*

- Great dealerships evolve like adaptive systems: each process loop tightens the edge.
- Blend theory and practice: “You don’t have to out-muscle the market—you just have to out-learn it.”
- Close with reflection: *Iron sharpens iron, and one dealership sharpens another.*

A large, modern industrial building with a dark, corrugated metal facade and large glass windows. The building is illuminated from within, and the scene is set at night. In the foreground, a green tractor is parked on a gravel lot. The overall atmosphere is industrial and professional.

Mission

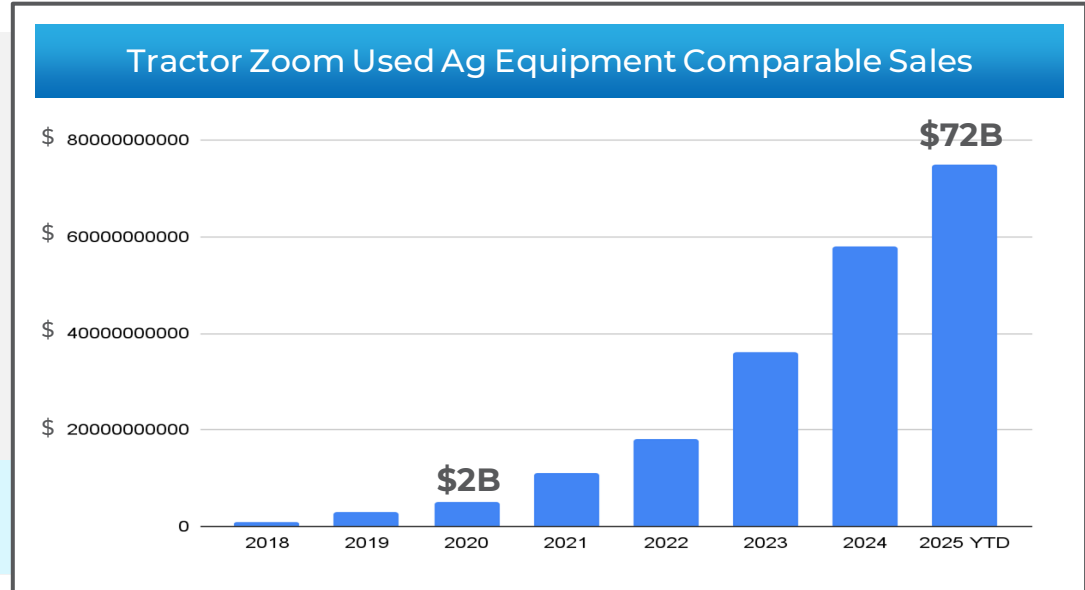
Bridge the gap between data and decisions with solutions that drive business growth.

One of the Largest Ag Equipment Databases in the US

Our data is our **differentiator**. Actionable insights

- ▶ **73% market share** of U.S. Used Equipment Transactions
- ▶ **\$72B** in comparable sales
- ▶ **1,650,000+** comparable sales
 - 1,944 dealer locations (65% of Market)
 - 748 auctioneers (90% of Market)

Real-time supply and demand analytics provides actionable insights to customers.





LMS
RESOURCES

FENDT

MASSEY FERGUSON

HESSTON
GLENER
PiGator

CARGO SX 95

FENDT
CARGO

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