

Dealer Testimonials

- *“CustomerTRAX is the tool that allows us to become a more productive sales force by being more organized in our sales approach. From territory management, time management, and the ability to interface with our business system it’s the tool we’ve been looking for to help make us a more productive and efficient operation.” - Greenway Equipment*
- *“CustomerTRAX provides us with a tool tailored to meet our business needs. It is an investment that becomes more valuable to us each day as we continue to use it and explore its capabilities.” - Murphy Tractor*
- *“One huge value of CustomerTRAX is...it is compatible with all of our other information systems and we do not have to duplicate effort, processes and paperwork. It has also been a “breath of fresh air” to find a software vendor that truly understands our business and is willing to quickly make the changes that we need.” - VanWall Equipment*
- *“We have four dealerships, and it has proved valuable in documenting important sales contact information. This has helped us be more consistent with presenting quotes and remembering important information about our customers and their equipment.” - Fillmore Equipment*
- *“The biggest benefit I have seen thus far is CustomerTRAX knows what is going on with customers and which salespeople are calling on customers.” - Goldman Equipment*



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