



CASE STUDY

How Great Plains Kubota Ensures Sales Accountability with Anvil Pro

**TRACTOR
ZOOM**



Dealer

Great Plains Kubota
10-Location Kubota Dealership

User

Aaron Hicks,
Sales Director



THE CHALLENGE

A decentralized quoting process and lack of visibility across stores & reps.



THE SOLUTION

Anvil Pro's visual Sales Pipeline and centralized, collaborative platform.



THE RESULTS

Improved accountability, sales tracking, and quote follow-through.



95% Platform Adoption Across Locations

9.5 Days From Quote to Close (Down From ~20 Days)



THE CHALLENGE



Lack of Visibility Into Quotes and Sales Rep Activity

When Aaron Hicks stepped into his role as Sales Director at Great Plains Kubota, one of the first challenges he tackled was the dealership's lack of centralized visibility into active quotes and sales activity. With **dozens of sales reps across multiple locations**, tracking which deals were in motion – and which were falling through the cracks – was nearly impossible.

Without a formal quoting pipeline or digital system to track activity, sales management relied on verbal check-ins and manual tracking, which left gaps in accountability and hindered their ability to forecast accurately.

“We were in the dark about where deals stood. There was no consistent method for tracking where things were or what had been quoted.”

- Aaron Hicks, Sales Director

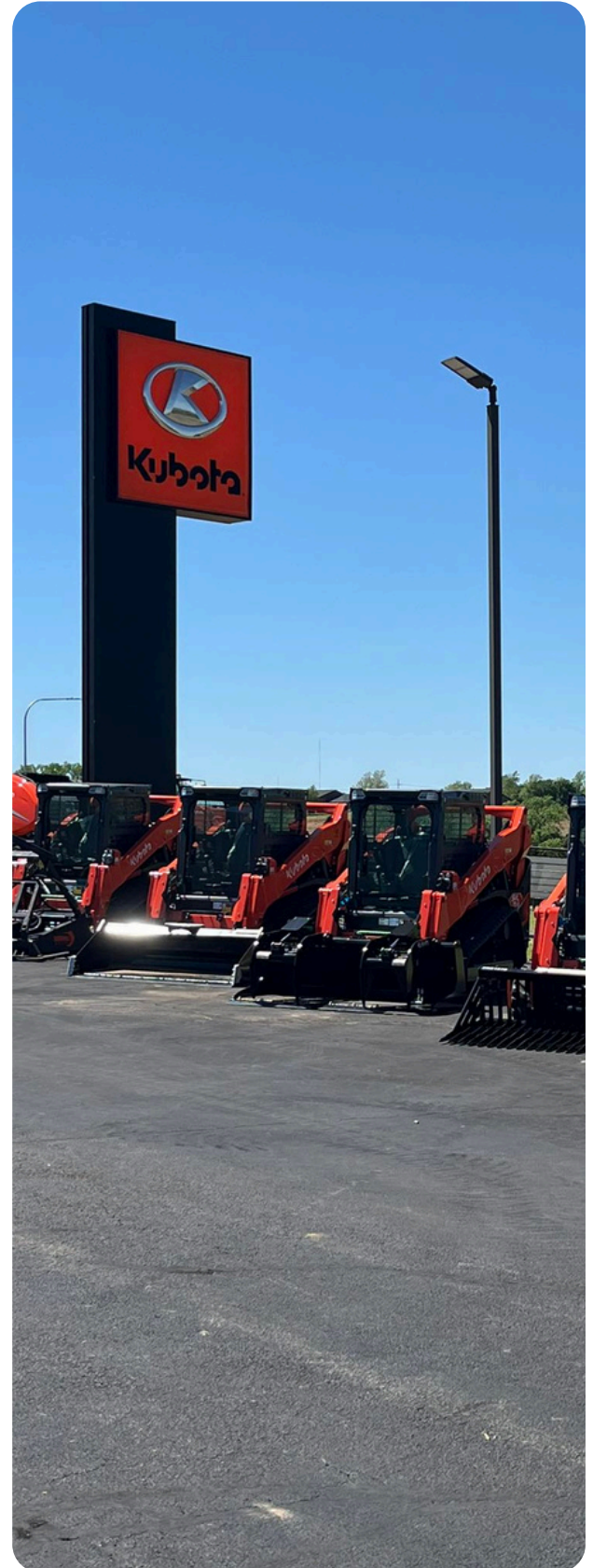


Building a Consistent Process for Tracking Quotes

Aaron recognized the need for structure, visibility, and shared accountability between teams. Before Anvil Pro, Great Plains had tried using another popular CRM solution, but it lacked critical integrations with their dealership systems, leaving sales activity siloed and making it difficult to manage customer relationships at scale.

After reviewing multiple CRM options and dealer tools, the Great Plains team adopted Anvil Pro – with Aaron championing its **Sales Pipeline as a way to bring quote tracking under one unified system.**

By centralizing quote activity, Aaron would finally be able to see who had quotes out, how long they'd been open, and whether reps were following up. This shift would give sales leadership the ability to coach more effectively and identify opportunities before they were lost.

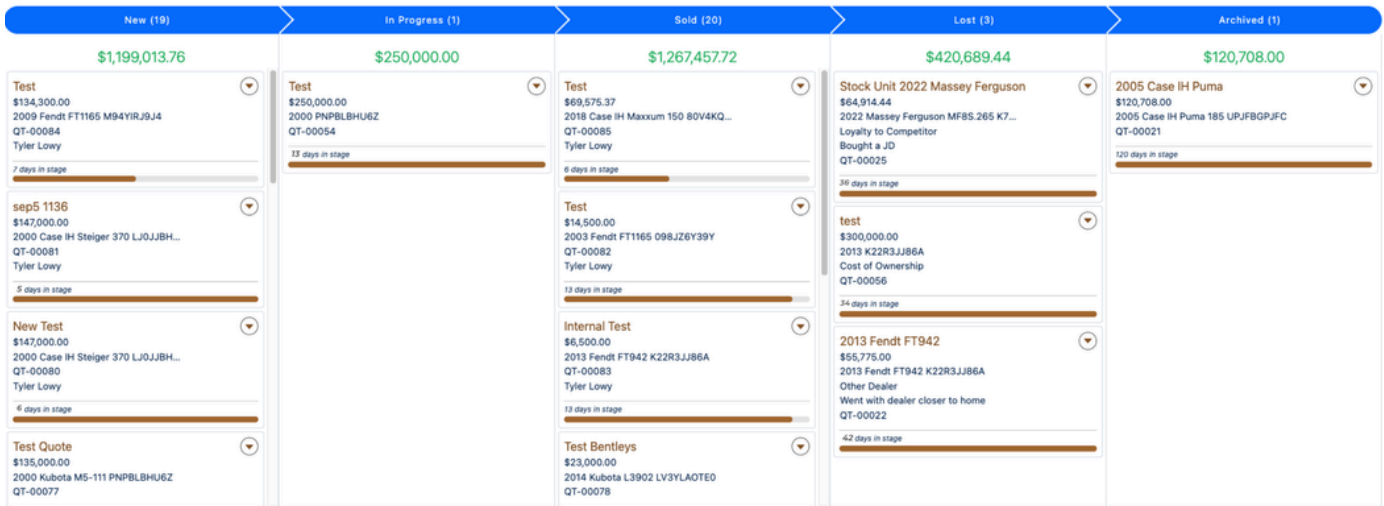


A Pipeline Built for Sales Accountability

Anvil Pro's visual Sales Pipeline and integrated CRM tools transformed how Great Plains Kubota's team approached quoting and customer follow-up.

For Sales Managers: A Clear View of Team Activity

Aaron and his sales managers now log into Anvil Pro each morning to see open quotes, stages of deals, and activity by rep and location. The dashboard offers clarity into who is actively quoting, who's following up, and where deals are stalling.

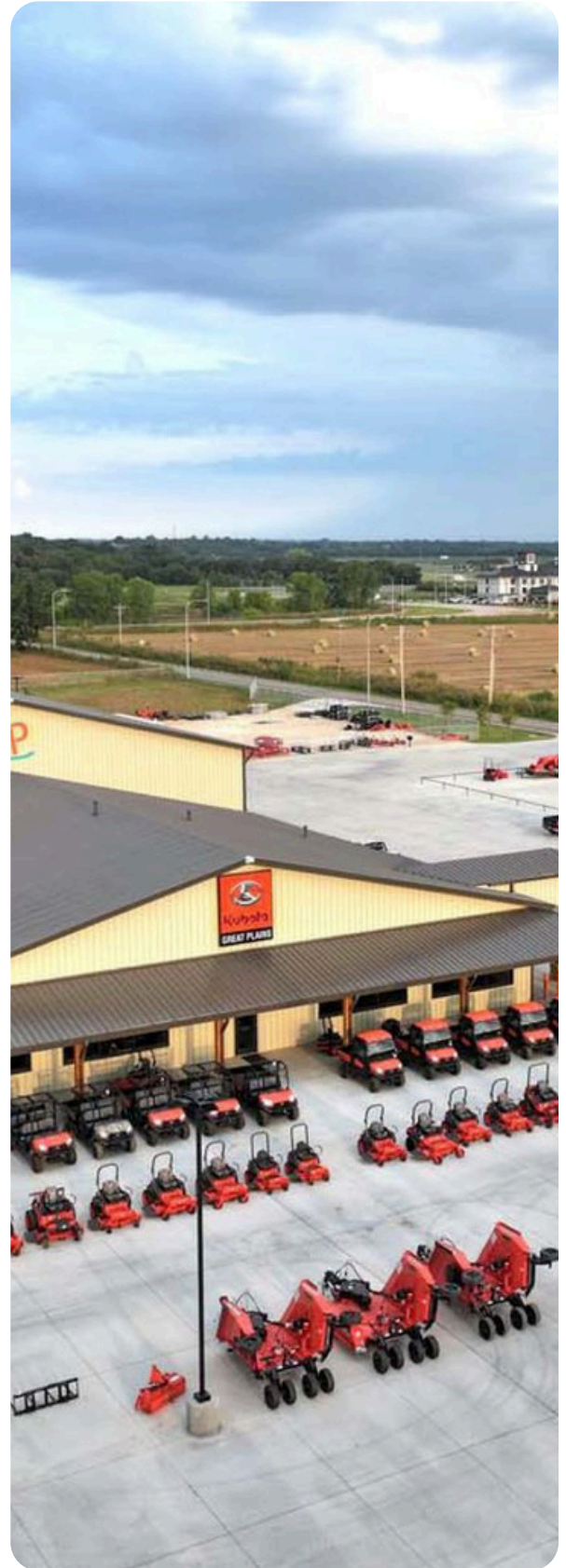


The Sales Pipeline solution within Anvil Pro gives dealership leaders a visual drag-and-drop board to organize deals, track quotes by stage, and forecast sales with confidence, helping teams stay proactive and ensuring timely follow-ups.

💡 THE SOLUTION

For Sales Reps: Tools to Keep Deals Moving

- Anvil Pro empowers Great Plains reps to manage their quotes more efficiently, reducing the likelihood of forgotten or abandoned deals. For those who were previously less structured, the platform provides accountability and an easy-to-use interface for managing their day.
- The marketing and sales teams at Great Plains use the Messenger feature to send SMS/MMS messages to customers directly from Anvil Pro using a shared dealership number. Customer interactions are logged within the system, creating more consistent outreach and quicker follow-ups.
- Team members at all GP locations collaborate internally across departments with the Salesforce Chatter feature, ensuring critical deal notes, updates, and documents never get lost in siloed email threads or offline apps.





THE RESULTS

A Dealership-Wide Culture of Visibility and Follow-Through

Since adopting Anvil Pro, Great Plains Kubota has shifted from informal sales tracking to a more consistent, accountable, and transparent process across locations. While there was some initial resistance to the change, Aaron emphasized that the system was never about micromanagement but about helping everyone succeed. Key process improvements include.

Full Quote Visibility:

Aaron and the sales managers can see all open quotes in one place, across all reps and stores.

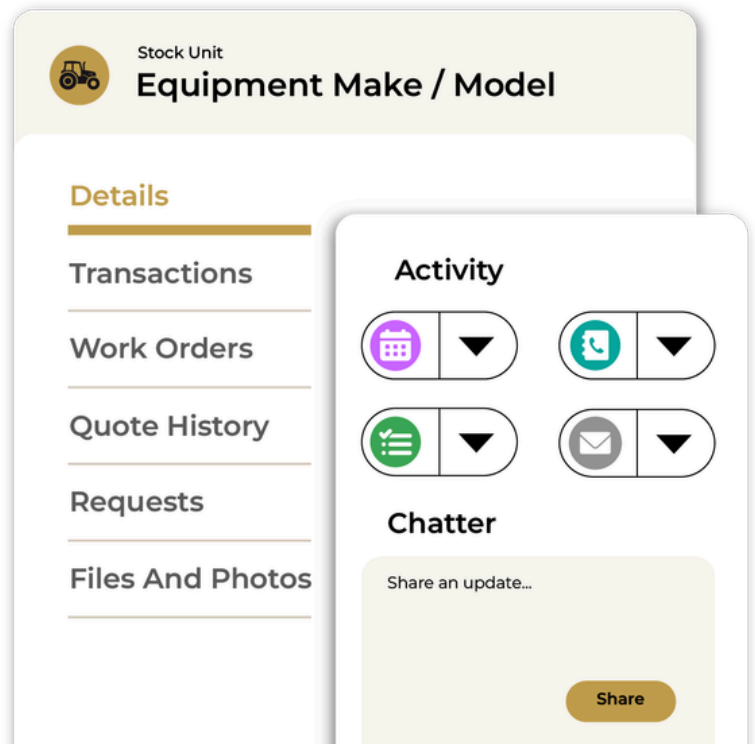
Improved Coaching:

The platform enables more data-driven conversations between leadership and reps.

Quote Follow-Through:

Reps are more likely to follow up with prospects when they know the activity is being tracked.

*Anvil Pro's **Chatter** feature enables instant internal messaging and collaboration across departments, ensuring deal notes, updates, and team discussions stay tied to each opportunity—not lost in siloed email chains.*





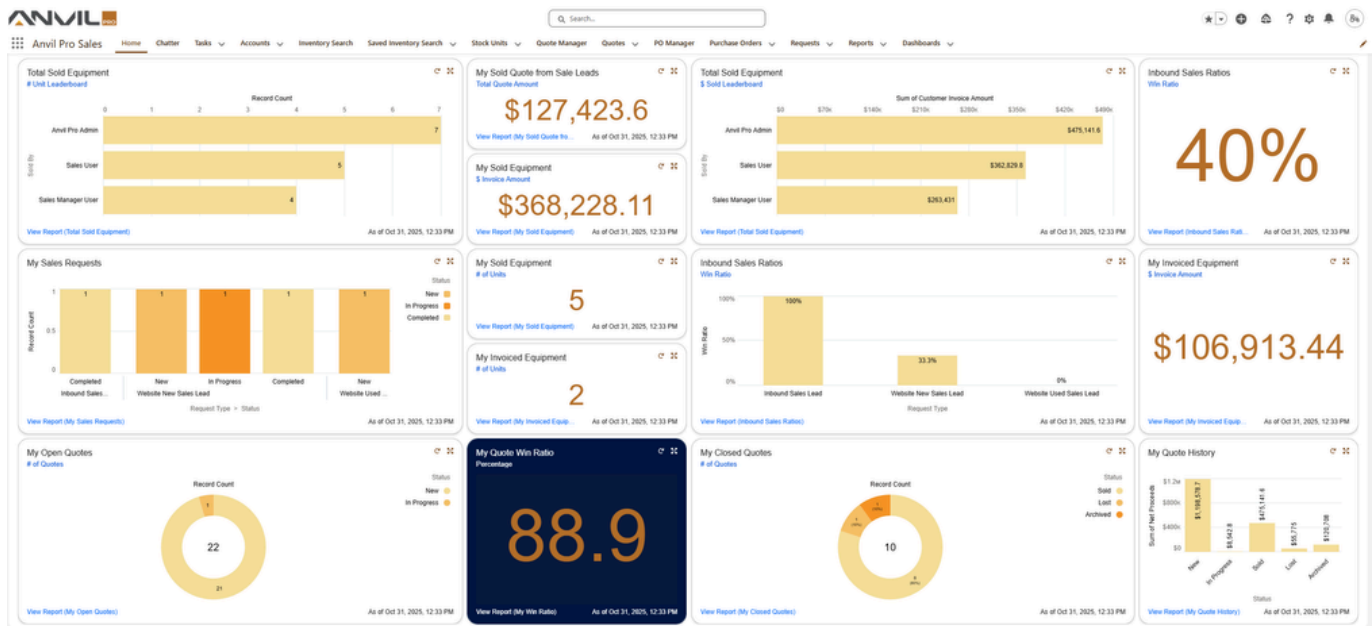
THE RESULTS

What This Means For Your Dealership

If your sales managers are still relying on verbal updates or handwritten notes to track Anvil Pro gives sales leaders and reps a clear, centralized platform to track activity, coach more effectively, and ensure better follow-through on every deal.

Complete visibility into the sales pipeline:

With a unified drag-and-drop board, leadership can see every quote, every deal stage, and red flags across all stores. This helps reduce “blind spots” and enables proactive support before deals stall.



Customize dashboards in Anvil Pro's Dealer CRM to create a central hub that connects your customer records, inventory, and deal stages; access the Sales Pipeline directly from your dashboard.



THE RESULTS

- Built-in accountability and coaching at scale: Managers can monitor which reps have quotes out, which ones lack follow-up, and which deals are stalled, letting them step in strategically where needed.
- Consistent adoption and reduced admin burden: Because Anvil is designed for dealers, it's built to mirror common sales workflows. The internal messaging, automated pipeline progression, and quote tracking features give reps the structure they need without demanding extra administrative work.



“We can now track that a quote was delivered. We can see if it was reviewed. If it wasn’t followed up on, we know. That’s something we just didn’t have before.”

- Aaron Hicks, Sales Director



THE RESULTS

Make Your Next Move Your Most Proactive One Yet

Because you can't control what you can't see, visibility and management tools are essential for modern dealers. Here's how Anvil Pro gives provides your dealership everything you need:

- **See everything in one place:**
Gain total visibility into your sales pipeline, from first quote to final delivery.
- **Keep your team in sync:**
Use built-in tools like Chatter and Anvil Messenger to collaborate internally and externally, without additional email clutter.
- **Stay accountable:**
Monitor task progress, deal stages, and team activity with customizable dashboards that align your goals and your execution.

With Anvil Pro, your next move is backed by data, collaboration, and purpose-built tools that keep you in control.

Learn how Anvil Pro integrated platform can help fuel your dealership's growth.

Book a demo to see how top dealers like Great Plains Kubota are scaling faster with smarter software.



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