



How Landpro Equipment Centralized Sales Operations with Anvil Pro



www.tractorzoompro.com

Dealer

LandPro Equipment, a 19-location
John Deere Dealership

Users

Ryan Payment, Vice President/CFO
Molly Haungs, Marketing Manager



THE CHALLENGE

Scaling sales
operations across 19
locations without
losing visibility or
momentum.



THE SOLUTION

An integrated
platform that
bridges the gap
between marketing,
sales, and inventory.



THE RESULTS

Increased team
alignment and
visibility across
dealership
locations.

94%

CRM Adoption Rate
Across Locations

19

Dealership Locations
Connected



Scaling Sales Operations Without Losing Visibility or Momentum



LandPro Equipment operates locations around the Northeast and Midwest, serving a wide range of customers and equipment needs. Adding nine locations within the span of a year created a massive challenge: **How to align people, processes, and systems without losing visibility or operational control.**

For Vice President and CFO Ryan Payment, the dealership's current customer management tools and workarounds were no longer scalable. Without an integrated CRM and a centralized communications system, the team struggled to manage leads, quoting workflows, and opportunity tracking, especially across such a large footprint.



When you're dealing with hundreds of deals at once, across different locations, it becomes very hard to maintain alignment without the right systems in place.

- Ryan Payment
VP & CFO, LandPro Equipment



CRMs and Workarounds Couldn't Keep Up With Growth

Prior to adopting Anvil Pro, LandPro had been using another well-known CRM-style tool, but it lacked the integration and visibility the growing dealership needed. While it handled some processes well, Ryan says that they “mostly used it as an inventory management tool.” But as the company grew, it didn't seem like it could scale with them.

What began as a potentially reliable solution became limited by its structure and lack of customer support for LandPro's needs – the vendor even claimed they could build specific customer functionalities, but these were ultimately never delivered.



we had used a CRM before, but it didn't integrate with the rest of our systems. It just became another tool we had to manage, and people wouldn't use it.

- Ryan Payment
VP & CFO, LandPro Equipment

LandPro's marketing team also faced challenges in managing and monitoring leads across locations. While they could generate leads effectively, visibility into how those leads were handled by sales teams varied by store. For their sales and marketing processes, managing customer, sales, and inventory data relied on the ability to communicate transparently and in real time across departments.

What the company needed was a connected tool that could scale with them, as well as bridge the gap between marketing, sales, and inventory teams.

Connecting Communication, Sales, and Customer Data in One Platform

LandPro implemented Anvil Pro to centralize its CRM, lead tracking, quoting, and internal communication into one connected platform.

It was also configured by Tractor Zoom's internal team to fit the way their dealership sells.



We can see who's responding to leads quickly and who's not. That helps us assign leads more effectively, keep salespeople accountable, and ensure we're giving customers a timely response.

- Molly Haungs, Marketing Manager, LandPro Equipment

Adopted Solutions:



Dealer CRM:

Provides a centralized hub where customer contact info, sales opportunities, deal stages, and lead sources are tracked in one place.



Sales Pipeline:

Offers full-funnel visibility into the stage of all deals, whether they're just getting started, actively quoted, or waiting on financing.



Anvil Messenger & Salesforce Chatter:

Enables quicker customer engagement and smoother internal communication between team members and departments without switching platforms.



Lead Visibility & Sales Accountability:

Enables managers to monitor how leads are handled across departments and stores, helping identify which salespeople are following up and where opportunities may be stalling.

The logo for ANVIL PRO. The word "ANVIL" is in a large, bold, dark grey sans-serif font. The letter "A" has a yellow-to-orange gradient triangle at its base. To the right of "ANVIL" is a solid orange square containing the word "PRO" in white, bold, sans-serif capital letters.

Reports					
All Reports					
670 items					
Q lead					
REPORTS	Report Name	Description	Folder	Created By	Created On
Recent					
Created by Me	"Other" Inventory for Molly	All Makes (except John Deere, Frontier) / New Equipment / All	Public Reports	David McCauley	5/9/2024, 3:11 PM
Private Reports					
Public Reports	(Dave M ver.) My Days Sold Not Invoiced		Public Reports	David McCauley	3/25/2024, 10:24 AM
All Reports	\$\$\$ in model name		Public Reports	David McCauley	7/11/2024, 11:30 AM
FOLDERS	1/1/1900		Private Reports	System Admin	11/22/2021, 10:05 PM
All Folders	14 Day Customer Invoice Follow up		LP Sales Reports	System Admin	2/21/2022, 3:33 PM
Created by Me	14 Day Customer Invoice FU Completed		LP Sales Manager Reports	Shenna Peters	6/7/2023, 8:41 AM
Shared with Me	14 Day Follow up Request Due Today		Sales and Marketing Dashboard - Reports	System Admin	8/4/2023, 10:31 AM
FAVORITES	1E 1R 2025R Used Cuts In stock		LP Sales Manager Reports	Shenna Peters	8/2/2024, 1:01 PM
All Favorites	2024 RLE sales by store		LP Sales Manager Reports	Shenna Peters	12/27/2024, 11:56 AM
	23/24 JD RC and Flail Commitment Inv	Inventory in stock or pending with PDD in July that can be settled before the expiration date of the 2024 season. John Deere Rotary Cutter and Flail Commitment program. No. of units of day on hand. No. of units of day on hand. No. of units of day on hand. No. of units of day on hand.	Public Reports	David McCauley	6/28/2024, 4:30 PM
	370B Historical Sales 1 year		LP Sales Manager Reports	Shenna Peters	5/7/2025, 1:39 PM
	5 Day Customer Invoice Follow up		LP Sales Reports	System Admin	5/10/2023, 9:49 AM

Requests in Anvil Pro can be viewed and shared across departments so they are seen and acted on by the right team member, ensuring accountability and keeping workflows moving.



Increased Visibility, Alignment, and Accountability

Anvil Pro has helped LandPro align its sales team around a consistent, connected process that supports scale, accountability, and customer responsiveness. Ryan says that moving the company's sales process to the new platform was a **“game changer”** because it allowed them to centralize all of their processes in one platform.



Streamlined Quote Pipeline:

All sales reps now work leads and deals through the same structured stages, from start to finish.



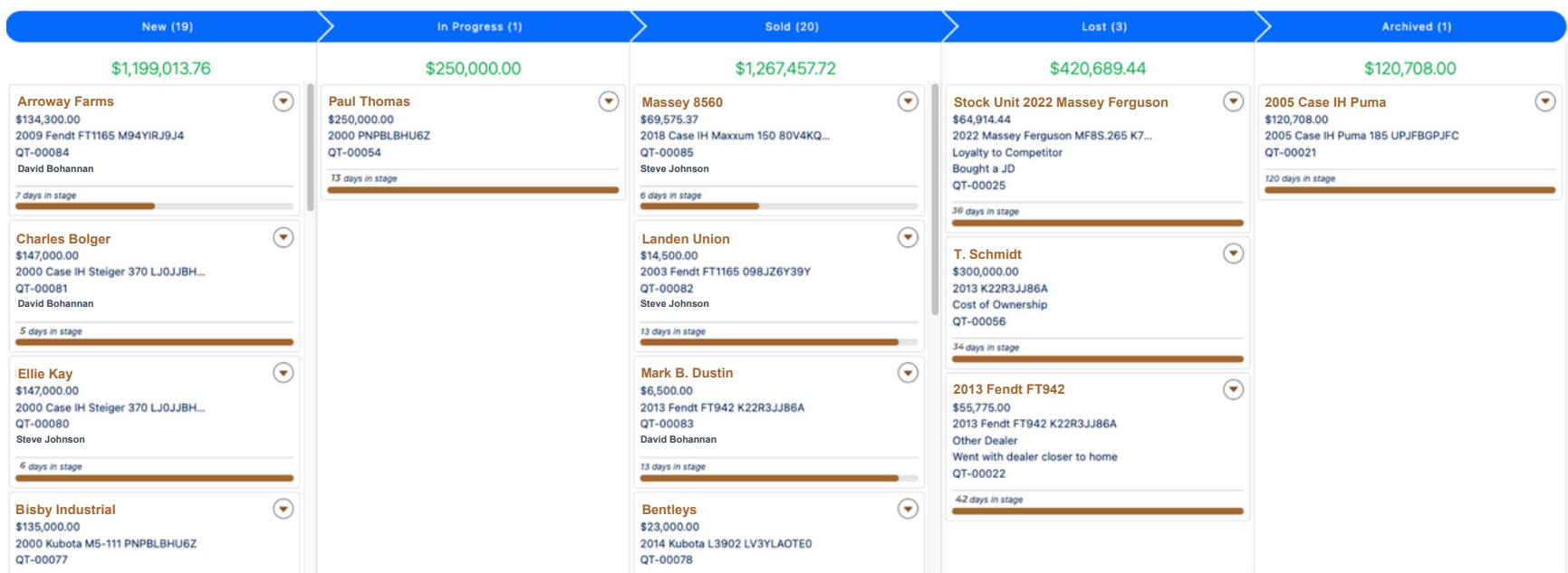
Integrated Internal Communication:

Sales and management can tag team members on specific opportunities using Chatter, reducing confusion and missed follow-ups.



Faster, More Confident Quoting:

With real-time visibility into quote status and next steps, sales reps and managers alike have greater control and insight.



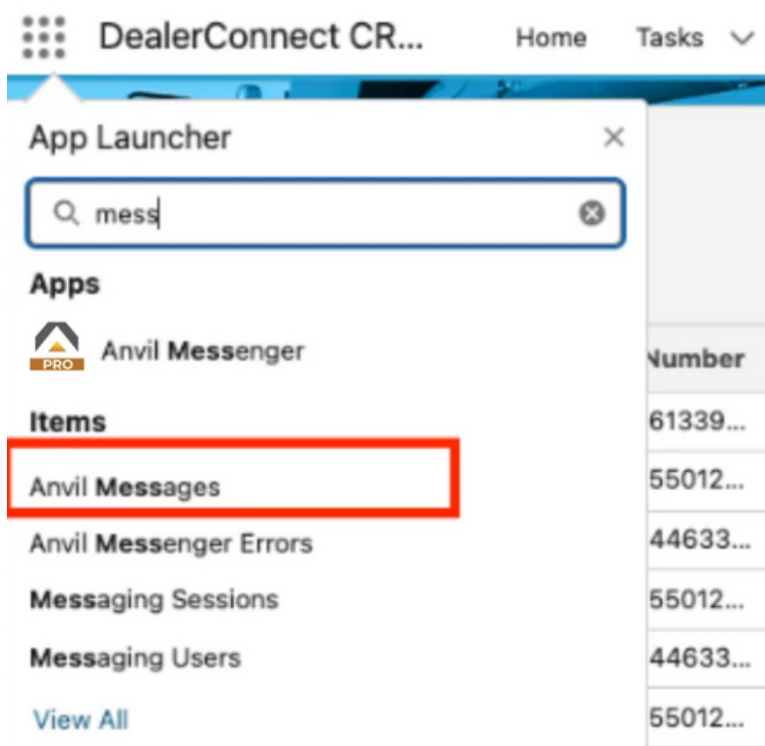
Anvil Pro's **Sales Pipeline** solution provides a visual drag-and-drop board that lets sales teams organize deals, track quotes by stage, and help teams stay connected.



THE RESULTS

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Meanwhile, the marketing team has better visibility into how leads are being handled across departments. Molly explains that Anvil Pro serves as the dealership's inventory system, CRM, and fundamental sales tool, integrating with John Deere's systems and helping leadership ensure follow-up consistency.



The “Outreaches” function within Anvil Pro’s Messenger feature allows sales and marketing teams to send mass text messages to customers or prospects from a centralized dealer phone number.



Service can see service, sales can see sales, the store manager can see everything for their store and I can see everything for the whole company. So I'm able to kind of reach out to the appropriate person and say, “Hey, can you really check in with this person and see what's going on with their leads?”

- Molly Haungs
Marketing Manager
LandPro Equipment

Additionally, with internal communication tools like Salesforce Chatter and centralized customer texting with Anvil Pro’s Messenger feature, salespeople can not only communicate with other departments like service and accounting, but also send direct messages to dozens of potential buyers at once and improve response time to inbound leads.



What This Means For Your Dealership



"Now we've been able to centralize all of our processes, but centralize them in one platform, which we didn't really have before. So everything is in one platform, and that allows us to have what I call very 'centralized processes and decentralized people'."

- Ryan Payment
VP & CFO
LandPro Equipment



Whether you're managing five stores or 25, complexity increases fast at a dealership. Having a connected platform that all your teams can collaborate on isn't just a nice-to-have for your business – it's now an essential resource in an increasingly competitive market.

- Manage deals and opportunities – from lead to close – in one place.
- Eliminate redundant spreadsheets and obsolete home-grown tools.
- Use built-in tools like **Chatter** and **Messenger** to communicate with teams and customers.
- See quote progress and follow-ups at a glance and ensure accountability with assignable leads, tracked activity, and visual pipelines.

LandPro recognized that growth without alignment eventually creates friction. With Anvil Pro, they've built a system that scales alongside their business, removing roadblocks instead of creating them.

Is your team ready to eliminate bottlenecks in your sales, quoting, and communication workflows? Discover how Tractor Zoom's Anvil Pro can help you unify inventory, streamline internal collaboration, and keep your dealership moving forward - **together.**

**Ready to put all your dealership
systems and departments on
the same page?**

**Book a demo of Anvil Pro
to see how top dealers like
LandPro are scaling faster
with smarter software.**



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