

CUSTOMER SUCCESS STORY

A Flexible, Connected CRM Platform Fuels United Ag & Turf’s Growth

Overview: Growth Drives Change

Established through a series of acquisitions in June 2020, the newly formed northeast division of United Ag & Turf brought together 25 John Deere dealership locations. The new dealership faced the challenge of unifying a diverse range of small operations, many lacking advanced business systems.



Dealer: United Ag & Turf, Northeast U.S.

User: Brian Marshall, Corporate Systems Director

The Situation: Short Deployment Window

The management team needed a comprehensive customer relationship management (CRM) and inventory management solution to streamline operations.

System capabilities needed to be flexible and adaptable as the dealership evolved.

The ideal platform consolidated multiple system functions and offered customization and feature development capabilities. Above all, the solution needed to be implemented quickly — within a tight 60- to 90-day window.



“Change for us is not a dirty word, nor does it scare us. It is inevitable and right now, for us is constant.”

Brian Marshall
Corporate Systems Director



Pain Points: Creating Unity from Chaos

The collection of small dealerships United Ag & Turf acquired operated with local management, employing few systems for support. United Ag & Turf's management introduced John Deere's EQUIP business system and created new processes to promote consistency across all locations. However, they still lacked a CRM and inventory management solution to unite and consolidate efforts.

The high degree of manual effort to conduct business slowed administrative staff and choked off sales growth potential. Meanwhile, United Ag & Turf grew from 25 locations to 43 (including the addition of a construction and forestry division, or C&F), which made capacity issues worse.

Furthermore, the business model of the C&F division differed from that of the turf locations, requiring stronger reliance on CRM functionality and a separate settlement workflow.

The Solution: A Flexible, Connected Turn-Key System

United Ag & Turf was on a tight timeline to find and implement a CRM platform as they rapidly approached their busiest sales season. Most of their turf store sales occur during an intense, 90-day window through the spring and early summer and they needed a solution in place to handle the large volume of paperwork.

"We do a large number of smaller transactions," says Brian Marshall, Corporate Systems Director. "So, anything we can do to get that paperwork to flow through the process easily is a win."

United Ag & Turf had a tight window to deploy and train staff on using a new system before the kickoff to peak season. Anvil Pro offered the most feature-packed, configurable solution, and promised that it could be up and running within the narrow window of time.

"If we were going to implement Anvil, it had to be right then and there — within about 30 days — or we'd have to wait a whole year," says Marshall.

"We needed to get this done in a tight window before our peak season and Anvil had us running within 30 days."

Brian Marshall
Corporate Systems Director

Problem: Quick System Deployment

Solution: Configurable Software with 2-State Development

Anvil Pro runs on a Salesforce-powered platform, built for equipment dealers by people who understand dealership management. Therefore, the system is set up to be configurable, with capabilities to tailor it to fit unique dealership processes.

The implementation team recommended a two-stage deployment to meet United Ag & Turf's needs.

"Because the CRM and inventory pieces needed very little tailoring to meet our needs, they were able to meet our 30-day window with those functions," says Marshall. "That gave our staff time to learn the system while we did the heavy lifting to prepare the order to cash workflow."

The staged approach to deployment allowed United Ag & Turf to be fully operational in 90 days with plenty of time to prepare for the start of United Ag & Turf's peak sales season. "The way we've rolled it out has been absolutely fantastic," he adds.

Problem: Multiple Systems Cause Inefficiency

Solution: Anvil Pro Unifies Functions

When considering CRM and inventory management systems, Marshall was adamant they find a single solution with the capability to tie everything together in one package. Multiple systems operating independently cause lost time and introduce opportunities for errors and omissions.

"I had previous experience with CRMs and workflow software," he says. "But I knew if we could keep the sales team in one place to do their jobs — not jumping back and forth — they'd be happier."

Problem: Two Divisions, Separate Books

Solution: Multiple Order-to-Cash Workflows

United Ag & Turf's two divisions stand as separate entities; however, they are served by one administrative staff.

"Instead of having to create a one-size-fits-all solution, we were able to customize for the C&F needs and the ag and turf division," says Marshall. "So even though we share one business system, the two divisions remain separate, and Anvil helps us manage them accordingly."

A Tailor-Made Business Solution

Anvil Pro is a configurable CRM solution specifically built for equipment dealers that can be deployed without costly, time-consuming buildouts. In a matter of weeks, transform your dealership to become more efficient, manageable, and profitable.

When it comes to value, United Ag & Turf continues to find Anvil well worth its price.

"It has the most potential of any system out there," Marshall says. "When you consider the value we get from increased efficiency and fewer platforms to juggle and maintain, you can easily see why we chose Anvil."

6 Systems Replaced

\$250k Annual Savings from Consolidating Systems

0 Admin Resources Added to Handle Business Growth

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