

CAMPBELL
TRACTOR CO.



CASE STUDY

How Campbell Tractor Replaced Manual Processes with a Centralized Sales & Communication Platform

TRACTOR
ZOOM



Dealer

Campbell Tractor,
6-location John Deere Dealer Group

User

Scott Shillington,
Operations Manager



THE CHALLENGE

Paper-based processes, siloed communication, and no visibility into sales pipeline health across multiple locations.



THE SOLUTION

A connected platform for handling quoting, purchase orders, service requests, and internal communication.



THE RESULTS

Full pipeline visibility, streamlined settlements, and a consistent sales process across all stores.



83% Overall Platform Adoption

78% Request Utilization

76% Sales Pipeline Usage



THE CHALLENGE

Paper Processes and Siloed Communication Across Locations

For years, Campbell Tractor ran its sales operations largely on paper. Purchase orders were printed, physically transported between stores by runners, and manually tracked in spreadsheets. With the dealership's furthest location over 100 miles from the corporate office, this created significant operational friction.





THE CHALLENGE



"The pain point was trying to call around and feeling like you're micromanaging your staff when you could just be getting this information from a quote that was out there."

Scott Shillington,
Operations Manager

For Scott Shillington, Campbell's Operations Manager, the lack of visibility was a constant obstacle. Because he oversaw sales forecasting, pipeline health, and order management, understanding what was happening in the sales funnel meant combing through individual quotes, calling salespeople for updates, and reviewing weekly PDF reports submitted by reps.

This paper-based system also opened the company up to compliance and financial risks. Settlement deadlines were missed when paperwork got lost or buried on desks. Bonus claims meant reps needed to print bulletins, highlight incentives, and staple them to contracts – a process prone to human error.

Campbell Tractor used a popular dealer management system with basic CRM functionality, but Scott describes it as "fairly lackluster" and not nearly as customizable or mobile-friendly for what they needed to effectively scale the business.

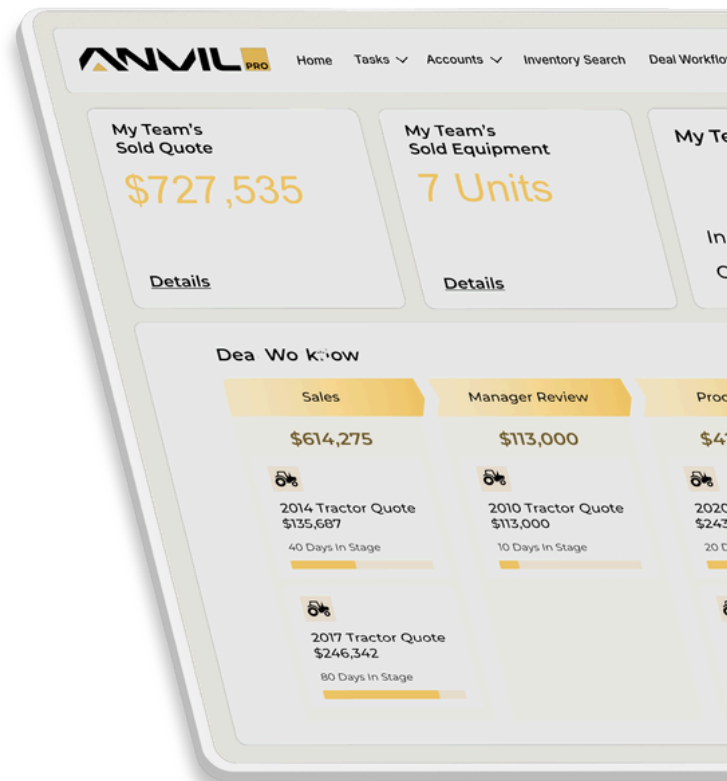


THE TURNING POINT

A Need for Pipeline Visibility and More Efficient Settlements

Scott knew that Campbell Tractor needed more than just incremental improvements. They needed a fundamental shift in how sales data flowed through the organization. The goals were clear:

- **Real pipeline visibility** to see deal stages, quote activity, and pipeline health without chasing down individual reps
- **Centralized purchase orders** to eliminate paper runners and reduce settlement errors
- **Trackable service and trucking requests** to improve cross-department coordination
- **Data-driven reporting** to support forecasting conversations with the board of directors

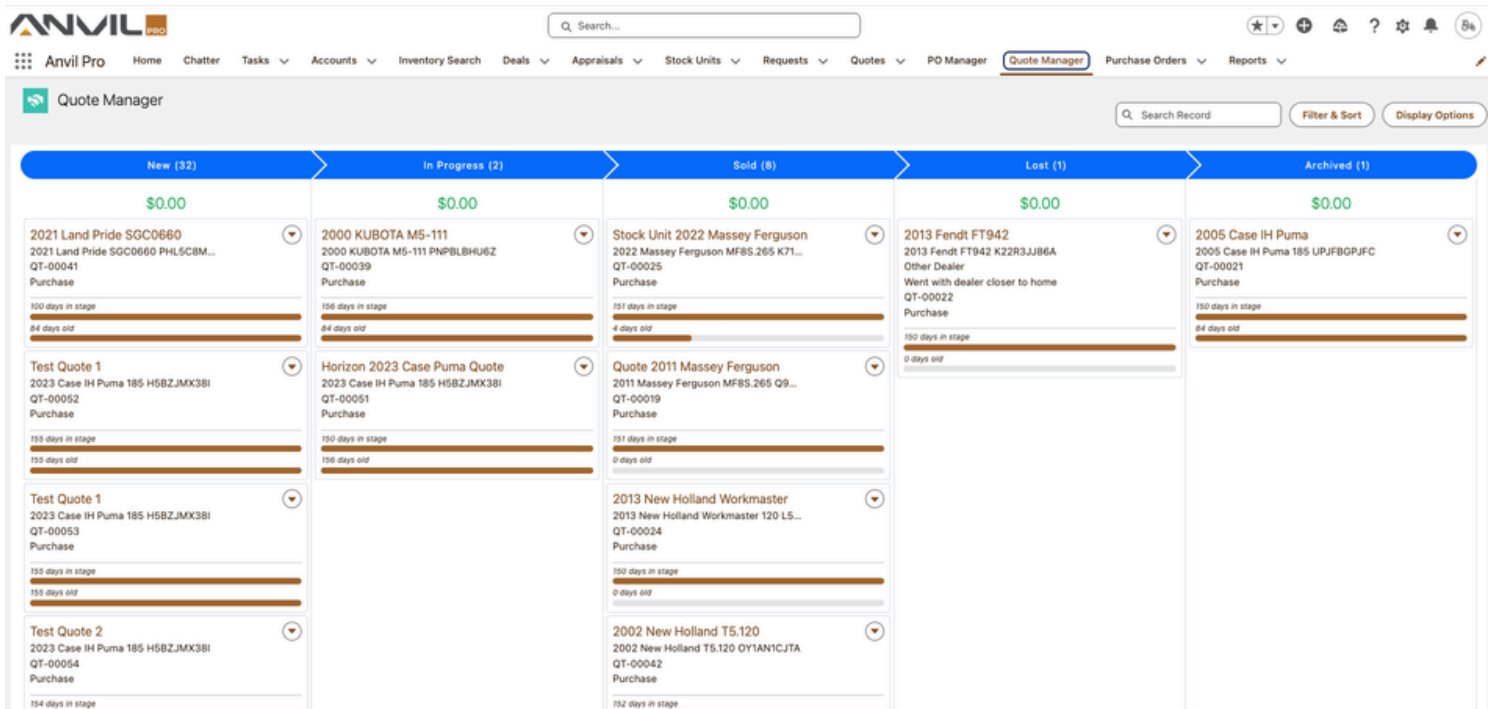


"We wanted one-stop shopping, and that's what Anvil Pro has provided us."

- Scott Shillington

Connecting Sales, Settlements, and Service in One Platform

Campbell Tractor implemented Anvil Pro to centralize its quoting, purchase orders, service requests, and internal communication. The platform was configured by Tractor Zoom's team to align with Campbell's specific sales process and compliance requirements.



Anvil Pro's Sales Pipeline provides a visual board where sales teams can track quotes by stage, helping managers like Scott see pipeline health at a glance without chasing down individual reps.

Key Anvil Pro Solutions Campbell Tractor Adopted

Sales Pipeline:

Provides a visual, drag-and-drop view of all active deals organized by stages, from initial quote through negotiation, sold-on-order, and follow-up.

Order to Cash:

Digitizes the entire purchase order and settlement workflow, giving all teams visibility into invoicing status and next steps.

Dashboards & Sales Targets:

Gives managers a morning snapshot of pipeline health, sales performance against goals, and rep activity, all in one view.

Service & Trucking Requests:

Centralizes cross-department requests so that PDI scheduling, GPS installation, and equipment transport are trackable and visible to the right team members.

Salesforce Chatter:

Enables internal communication tied directly to specific deals, quotes, or stock units, replacing scattered emails and texts with a searchable and centralized thread.





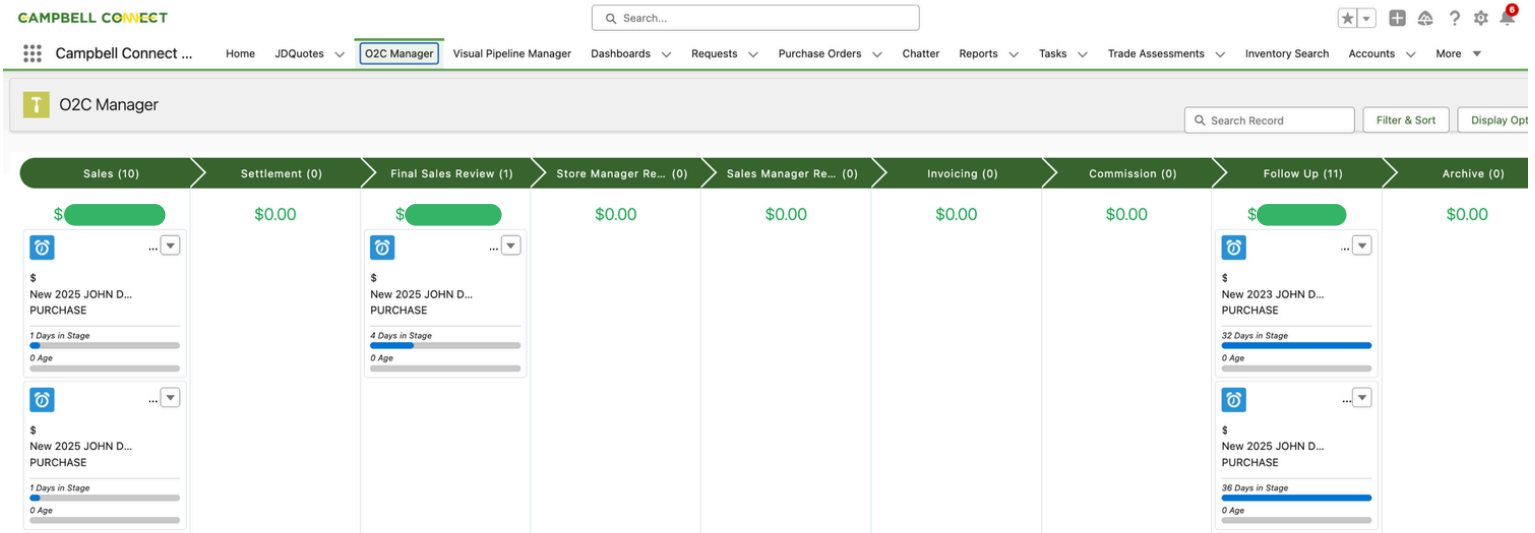
THE RESULTS

Visibility, Accountability, and a Consistent Process Across Stores

Since fully adopting Anvil Pro, Campbell Tractor has transformed how it manages sales operations across all locations.

Eliminating Paper-Based Settlements

Purchase orders and contracts now flow digitally from sales reps to the settlement clerk within minutes rather than hours or days. The team no longer relies on runners to transport paperwork across 136 miles, and settlement deadlines are met consistently.



The Order to Cash workflow digitizes the entire purchase order and settlement process, giving settlement teams instant visibility into contract status and incentive details.



THE RESULTS

Full Pipeline Visibility for Sales Leadership

Scott can now see exactly where every deal stands without calling individual reps. The visual pipeline shows which quotes are active, which are stalling, and which reps may need coaching support.

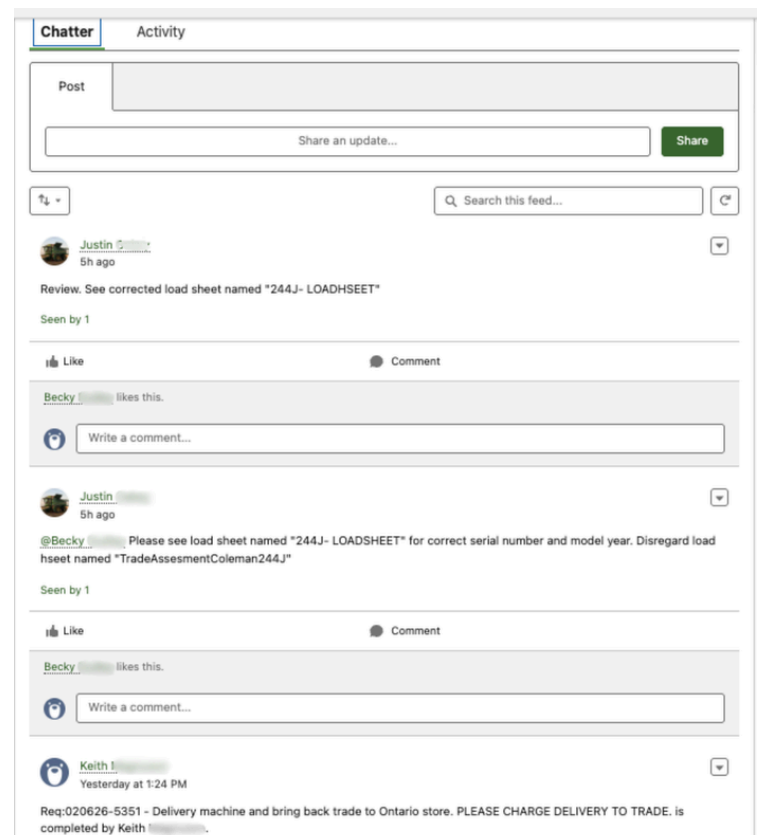
Streamlined Cross-Department Communication

With Chatter tied to specific deals and requests, communication between sales, service, and trucking is now trackable and transparent. Scott notes that his team uses Chatter "religiously." He had already been tagged six times on the morning of our interview during fiscal year-end.

Salesforce Chatter enables teams to communicate directly on deal records, keeping conversations trackable and eliminating scattered emails and texts.

"I don't start my day in emails anymore. I start in my dashboard with what are the revenue-generating things I can do. I can do that now because of this."

- Scott Shillington





THE RESULTS

Data-Driven Forecasting and Coaching

Sales manager dashboards now power monthly one-on-one conversations with sales reps, showing results, pipeline health, and activity metrics. Scott uses what he calls the "RPA dashboard" to review performance, identify coaching opportunities, and report to the board of directors with confidence.

"[This] system gave me data I'd never had before to have crucial conversations with our sales reps and give key stakeholders real insights into what's coming down the pipeline."

- Scott Shillington

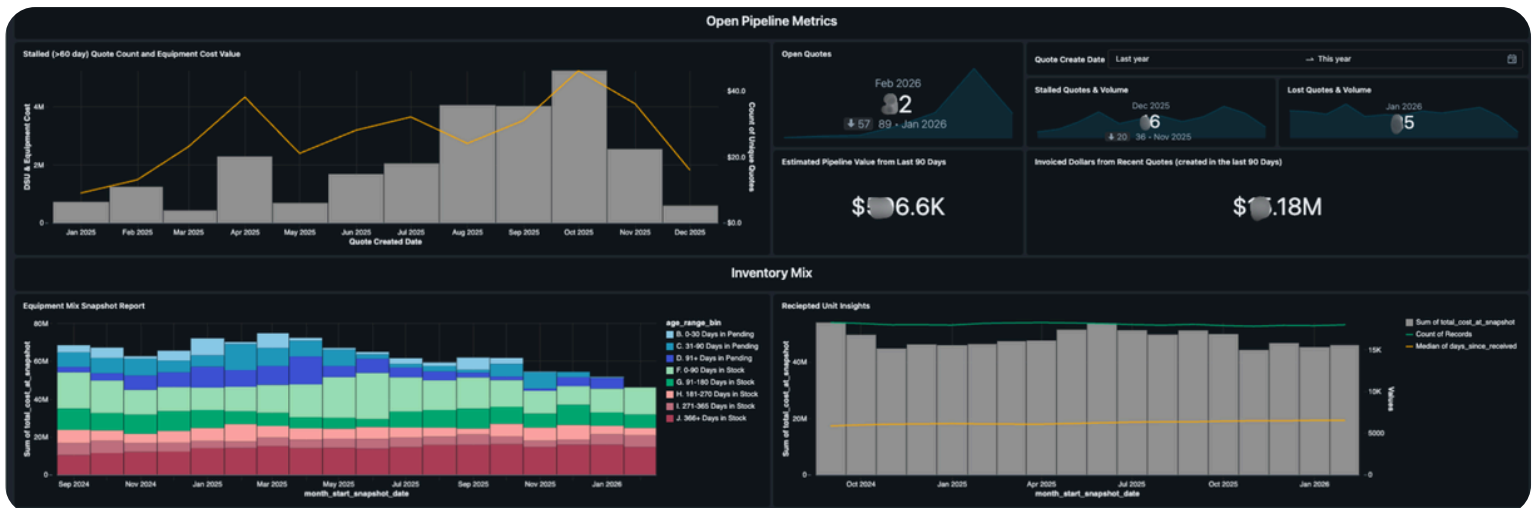


What This Means for Your Dealership

Campbell Tractor's story illustrates what's possible when a dealership commits to replacing fragmented, paper-based processes with a connected platform. The key to their success was a combination of the right technology, leadership buy-in, clear expectations, and a willingness to explain the "why" behind the change. That "why" became even clearer after Campbell fully implemented Anvil Pro and began putting it to use in their sales workflows.

"You get out of this system what you put into it. If you want to be wildly successful in your adoption of a CRM, you have to embrace that hands-on with your staff. From the top down, you have to make it important."

- Scott Shillington



Customizable dashboards in Anvil Pro give sales leaders a morning snapshot of pipeline health, rep performance, and activity, all in one view.

With Anvil Pro, Your Team Can:

- Gain full visibility into pipeline health and quote activity across all locations.
- Eliminate paper-based purchase orders and reduce settlement errors.
- Centralize service, trucking, and cross-department requests in one trackable system.
- Use built-in tools like Chatter to keep communication tied to deals—not lost in email.
- Build dashboards that power forecasting, coaching, and board-level reporting.

Ready to Centralize Your Sales Operations?

Whether you're managing two stores or ten, disconnected processes create friction that slows your team down. Anvil Pro gives dealers like Campbell Tractor the visibility and structure they need to operate efficiently at scale.

Book a demo of Anvil Pro to see how leading dealerships are replacing paper with a platform built for how they sell.



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