



How LandPro Equipment Engages Customers & Ensures Lead Follow-Up with Anvil Pro



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DEALER

LandPro Equipment, a 19-location John Deere Dealership

USERS

Ryan Payment,
Vice President/CFO

Molly Haungs,
Marketing Manager



THE CHALLENGE

Inconsistent lead follow-up and siloed communication.



THE SOLUTION

Internal & external messaging tools within the Anvil Pro CRM.



THE RESULTS

Faster lead response, improved visibility, and better accountability.

100%
Cross-Department /
Location Visibility

92%
Utilization Of
Request Records



THE CHALLENGE

HOW TO ALIGN TEAMS AND MAINTAIN CUSTOMER CONTACT AT A GROWING DEALERSHIP

As LandPro Equipment expanded quickly across the Northeast and Midwest (adding nine stores within the span of a single year), it became increasingly difficult to follow up on leads, engage customers and prospects, and communicate needs among departments and locations.





THE CHALLENGE



This created several internal and external coordination issues:

- **Sales reps** relied on individual workflows and personal follow-up methods, making it hard for the team to consistently follow up across hundreds of deals at various stages.
- **Marketing** was generating leads, but there was little visibility into how those leads were being handled, or whether they were followed up on by the sales team.
- **Internal communication** between teams was disjointed and nearly impossible to track.

LandPro's Marketing Manager, Molly Haungs, oversees the entire online sales department, as well as the overall online sales process. She notes that, although the company had been using standard text messaging and reaching out to customers individually prior to adopting Anvil Pro, this manual process took significantly more time – especially when trying to engage large groups of customers at once.

Additionally, with no centralized tool showing lead status and which salesperson (if any) had followed up with a customer, it was extremely difficult to manage leads.



THE TURNING POINT

A NEED TO MAKE COMMUNICATIONS TRACKABLE, VISIBLE, AND SCALABLE

Although the dealership had been using another CRM-style tool to manage inventory data, it couldn't scale with the company's growing customer and business data needs.

LandPro's leadership team knew that without a connected and trackable system, marketing leads would continue to fall through the cracks. This inefficiency could directly impact both customer satisfaction and sales revenue.



When we decided to move away from [our old CRM], it was mostly because it seemed like we were growing faster than they were and it didn't seem like it could scale with us. So that's where we discovered the Anvil platform and just felt a lot better about where it could go, where it could take us in the future.

**- Ryan Payment
VP & CFO,
LandPro Equipment**

The dealership needed a robust platform that could not only manage customer relationships and details, but that could integrate with other systems, track leads and follow-up, and allow marketing and sales teams to coordinate campaigns and engage customers from a single workspace.



THE SOLUTION

CONNECTED MESSAGING AND LEAD MANAGEMENT TOOLS IN ANVIL PRO

To bring visibility and structure to its growing sales operation, LandPro implemented key communication tools within Anvil Pro, focusing first on unifying how teams connect internally and follow up with customers.

Anvil Pro Messenger's Outreaches Feature & "The Vault"

With Messenger, LandPro's sales reps can now send fast, trackable text messages to customers directly from the platform, connecting every outreach to a contact, quote, or deal record.

- Enables quick, consistent follow-ups tied directly to customer and deal data.
- Gives managers and marketers visibility into when, and if, a lead has been contacted.

Molly explains that all online leads flow into Anvil Pro through what her team calls "The Vault." Once there, they can assign, monitor, and reassign leads between stores based on activity levels and responsiveness. She says that the team reassigns leads constantly because of the transparency within this system.




THE SOLUTION








We're able to see how far a salesperson has gone with the customer, whether they're following up the suggested three times, and what their close rate looks like. The data is as good as your salespeople allow it to be, but the tools are there.

- Molly Huang,
Marketing Manager,
LandPro Equipment

Anvil Pro's Messenger feature lets dealers send text messages directly to customers from a centralized dealer number, even to hundreds of numbers at once.

 Anvil Message
MSG-117986

Related **Details**

Message #	MSG-117986
From Number	+1855 [REDACTED]
Status	delivered
Body	<p> LandPro Blitz Sale Is On! </p> <p>Gear up for the season and save big! All through December & January:</p> <ul style="list-style-type: none">  10% off all Ag parts  15% off all John Deere filters <p>Plus, score great deals on twine, net wrap, turf batteries, and more. Cannot be combined with other offers; some exclusions apply. Reply STOP to opt out.</p> <p> Shop the Blitz Sale: https://www.landproequipment.com/parts/parts-specials/</p>

Salesforce Chatter for Internal Messaging

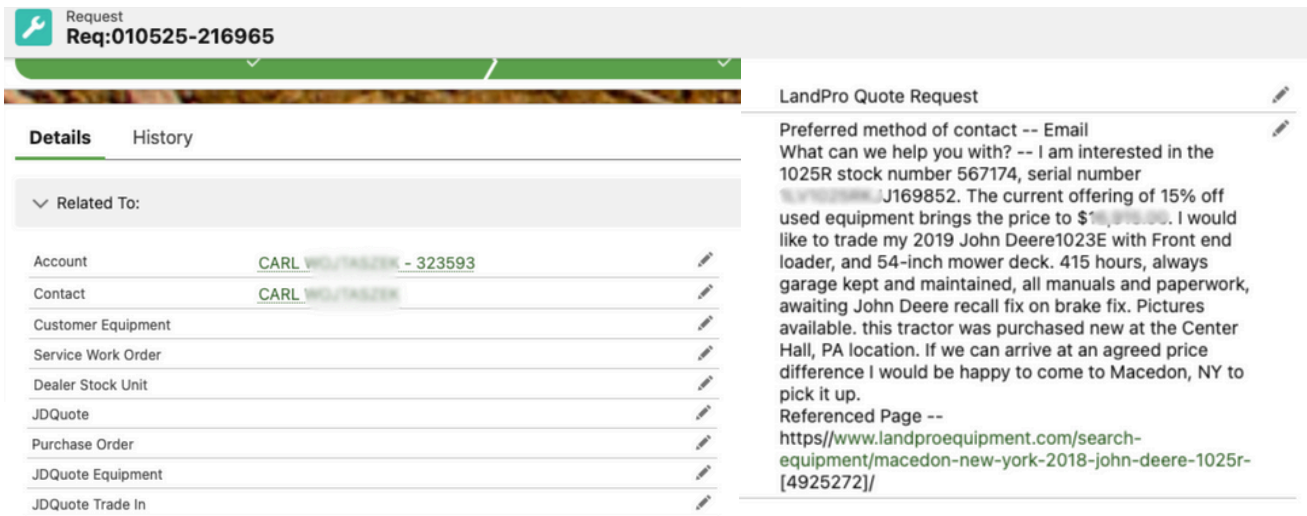
Internally, LandPro relies on Salesforce Chatter to bridge communication between sales, service, and management. The feature links conversations directly to deals or tasks, eliminating siloed discussions and reducing the need for back-and-forth emails.

- Keeps communication connected to specific leads and deals.
- Ensures alignment across departments and locations in real time.

Request Reports

LandPro also uses Anvil Pro's Requests feature to streamline cross-department collaboration.

- Allows users to request marketing support, quote data, or deal updates without interrupting colleagues.
- Improves efficiency and accountability for cross-team tasks.



The screenshot displays a 'Request' interface with the ID 'Req:010525-216965'. It is divided into 'Details' and 'History' tabs. The 'Details' tab shows a 'Related To' section with a list of associated items: Account (CARL WINDASZEK - 323593), Contact (CARL WINDASZEK), Customer Equipment, Service Work Order, Dealer Stock Unit, JDQuote, Purchase Order, JDQuote Equipment, and JDQuote Trade In. To the right, the request content is visible, titled 'LandPro Quote Request'. The text describes a request for a quote on a John Deere tractor, mentioning a preferred contact method (Email), a specific stock number (567174), and a serial number (J169852). It also includes a referenced URL: [https://www.landproequipment.com/search-equipment/macedon-new-york-2018-john-deere-1025r-\[4925272\]/](https://www.landproequipment.com/search-equipment/macedon-new-york-2018-john-deere-1025r-[4925272]/).

Create Request reports to record details of all incoming leads, and track current status and next steps within the Anvil Pro CRM to ensure quicker follow-ups and foster accountability.



THE RESULTS

BETTER COMMUNICATION, FASTER FOLLOW- UPS, STRONGER TEAM ALIGNMENT

To bring visibility and structure to its growing sales operation, LandPro implemented key communication tools within Anvil Pro, focusing first on unifying how teams connect internally and follow up with customers.

Improved Lead Response Times

By tying text and email conversations in Messenger's Outreaches feature directly to customer and deal records, follow-ups happen sooner and with fewer missed opportunities. In one instance, Molly texted around 300 customers to update them on current monthly programs the dealership was running.

Due to the efficiency and automation achieved through mass texting, the dealership was even able to shift an employee who had been doing single text messages to a more productive role.



We're able to see how far a salesperson has gone with the customer, whether they're following up the suggested three times, and what their close rate looks like. The data is as good as your salespeople allow it to be, but the tools are there.

**- Molly Huangs,
Marketing Manager, LandPro Equipment**



THE RESULTS

Marketing-to-Sales Visibility

By viewing lead activity in one system, Molly's team can now monitor when and how reps are following up. This transparency allows her to identify the most responsive salespeople and make smarter lead assignments.

Clearer Internal Communication

With Salesforce Chatter linking conversations to specific leads, quotes, and service requests, interdepartmental coordination has dramatically improved. According to Molly, Chatter has greatly improved the process because "everybody checks it, everybody gets added...It helps ease communication issues because everyone's within that one system."

The screenshot displays the Salesforce Chatter interface. At the top, there are tabs for 'Activity' and 'Chatter', with 'Chatter' being the active tab. Below the tabs is a 'Post' section with a text input field containing 'Share an update...' and a green 'Share' button. Underneath the post area is a search bar labeled 'Search this feed...' and a refresh icon. The main content area shows a post from Justin F. to LandPro Equipment Only, dated January 6, 2025 at 7:54 AM. The post text reads: '@Justin F., hey, this came to me but i see you have it marked sold. i figured to keep less fingers out of it to send it to you.' Below the post, it indicates '1 comment · Seen by 2'. There are 'Like' and 'Comment' buttons. A comment from Justin F. is visible, dated 'a year ago', with the text 'Sounds good thanks!' and a 'Like' button. Below the comment is a text input field for writing a comment. Another post from Susan A. to LandPro Equipment Only is partially visible, dated January 5, 2025 at 5:49 PM. The post text reads: '@Justin C., Hi Justin!! Carl is interested in stock 569955 - JD 1025R and is asking if a 60" auto connect mower deck can be installed? Thanks!' and it is 'Seen by 1'.

The Salesforce Chatter feature – included in all Anvil Pro packages – allows users to communicate internally across departments, keeping both workflows and comms in one unified workspace.



THE RESULTS

Accountability Across Departments

Anvil Pro gives LandPro leaders greater visibility into lead status and salesperson follow-through, helping to foster accountability across its 19 locations.

- Managers can easily see progress on open opportunities.
- Performance data informs coaching and lead distribution decisions.

Tractor Zoom's product team plans to continue enhancing tracking and analytics capabilities within the platform to further strengthen dealership reporting.



The thing that I love about the way we're doing it is that I can see the efficiencies in the salespeople. If I know that we have two salespeople at one store and one takes a couple days or four or five hours to respond to a customer and another one generally responds within 20 minutes, who am I sending the lead to? The one that responds in 20 minutes, right? So, [this process] allows me to make sure that the leads are handled in a better way because it is so transparent.

**- Molly Huangs,
Marketing Manager,
LandPro Equipment**



Better Communication Starts Here

LandPro's experience demonstrates the impact of connecting every part of the dealership – people, systems, and communication – within a unified platform. By replacing fragmented tools with Anvil Pro, they've built a more transparent and efficient process that helps their team respond faster, stay aligned, and deliver a better customer experience.

Is your team ready to improve lead engagement and promote customer and internal communication?

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Explore how Tractor Zoom's Anvil Pro can help you unify your sales workflows and respond to every opportunity with confidence.

