

From a Marketing Contract to a Full Partnership

How a clean energy storage and power conversion company more than doubled bookings in a year, as the engagement grew from branding into sales and leadership coaching.



CLIENT	INDUSTRY	BOOKINGS	PROGRAMS
Dynapower	Clean energy storage	\$88.7M	NeuroMarketing® to NeuroCoaching®

\$88.7M

Bookings in 2021
More than double 2020's \$43.6M

~\$800M

Sale of the company
To private equity, 2022

4

Braintrust programs
Marketing through coaching

The challenge

Dynapower builds clean energy storage and power conversion systems. It needed a partner across several strategic challenges at once.

BRAND

New branding and positioning

New branding, positioning, direction, and content marketing strategies.

BRAND

Thought leadership

Grow influence in the clean energy sector through content marketing.

SALES

A sales enablement foundation

A robust foundation for execution and growth in competitive markets.

LEADERSHIP

A culture of world-class coaches

A sustainable training approach supporting continuous development.

What Braintrust did

Four programs, from how the company presents itself to how its leaders coach.

NEUROMARKETING®

Brand and go-to-market

Competitive analysis, targeted content, and go-to-market consulting.

NEUROSELLING®

Skills training

For clean energy and power systems, with reinforcement sessions.

NEUROMESSAGING®

Storyboards

Developed for two key verticals.

NEUROCOACHING®

Leadership and academy

Leadership team, executive coaching, and the Digital Academy.

The result

Bookings escalated from \$43.6 million in 2020 to \$88.7 million in 2021. That surge was anticipated to transition into backlog and an increase in EBITDA by 2022.

The upward trajectory culminated in the sale of the company in 2022 for approximately \$800 million, a pivotal milestone in its corporate journey.

"As a result, we progressed from what was initially a marketing consulting agreement to a full blown partnership including NeuroMessaging, NeuroSelling, and NeuroCoaching... The partnership has been so successful that we plan to extend the relationship."



Brandon Sorenson

VP of Sales & Marketing, Dynapower

WHY THE SCOPE GREW

It started as a marketing contract

Braintrust came in on branding and content. The work landed, and the engagement expanded into messaging, sales skills, and leadership coaching, covering the full path from how the company positions itself to how its leaders develop people.