

One Customer Conversation, Every Market

How a global manufacturer of advanced engine technologies built a single, coachable engagement framework across its international markets.



CLIENT
Confidential

INDUSTRY
Global manufacturing

SIZE
\$45B

PROGRAM
NeuroSelling®

\$1-2B

Incremental value generated
Attributed by the company to NeuroSelling®

2023

Partnership began
Still ongoing

Global

One framework
Across international markets

The challenge

A global manufacturing leader in advanced engine technologies needed to align customer engagement across international markets. Success depends on strong relationships and clear value communication worldwide.

One framework, every market

Consistent, repeatable, scalable, and coachable worldwide.

Customer-centric storyboards

So global teams articulate distinct, compelling value propositions.

Customer-centric narratives

Address customer needs and drive deeper engagement.

Aligned methodologies

Integrate with existing internal training programs.

What changed

Teams are applying a more intentional approach to live deals, not just training scenarios.

Real-deal application

Structuring deal reviews for active strategic opportunities.

Customer alignment

Sharper focus on shared vision and stakeholder needs.

Stakeholder awareness

Aligning cross-functional stakeholders, not just the customer.

Tough conversations

Planning before difficult internal and external discussions.

Meeting preparation

Roleplay to anticipate responses and build trust.

The result

The enhanced customer engagement approach played a crucial role in successfully closing a substantial, long-term deal.

\$1-2 billion

Incremental value the company attributed to its improved communication and engagement framework.

"The role play we did during our... coaching session... was really helpful and made the actual meeting more successful."

The team reported outcomes it had not planned for, including additional customer meetings and multi-day visits.

"This really created awareness for me that I am not spending enough time focusing on... internal stakeholders."

Program participant

BEYOND TRAINING

Now working the live deals

Since 2023 the partnership has evolved past training into direct support on active opportunities: preparing for customer meetings, pressure-testing deal strategies, and aligning cross-functional stakeholders. A global region leader recently thanked a Braintrust coach directly for his work on a significant win.

MOMENTUM

Supporting the momentum

\$210B+

Reported backlog

Engine orders plus aftermarket services.

+24%

Adjusted revenue

Second quarter, year over year.

+31%

Engine deliveries

First half, year over year.

During the period of our partnership, the company reported strong business results across key measures. Braintrust's work supported the teams contributing to this momentum, alongside broader business and market factors.