

From Project Delivery to Strategic Selling

How a mid-market ground penetrating radar company grew bookings from \$76M to \$101M in twelve months while cutting monthly ad spend by 40%.



CLIENT	INDUSTRY	BOOKINGS	PROGRAMS
GPRS	Underground utility & safety	\$101M	NeuroSelling® + NeuroCoaching®

\$101M

Bookings, after a 33% increase
Up from \$76M, in 12 months

40%

Cut in monthly ad spend
About \$20K saved each month

\$10M+

Record sales month
August 2021

The challenge

GPRS detects underground utilities, inspects pipe by video, and scans concrete structures. Growth was constrained on two fronts at once.

SALES

A sales team built from project delivery

Most of the team came from the delivery side of the business with no formal sales training. Moving them from reactive, transactional communicators to strategic, solution-focused professionals had proven difficult.

MARKETING

Digital marketing without the expertise

An underdeveloped approach with limited expertise in content marketing and paid ad management, costing tens of thousands of dollars every month.

What Braintrust did

The “Velocity” growth program ran across the board, well past the sales team.

MARKETING

Five marketing resources

Content creation, social media, and paid ads.

NEUROSELLING®

Skills training beyond sales

To outside and inside sales, marketing, and operations, with NeuroMessaging™ storyboards and reinforcement coaching.

NEUROCOACHING®

Leadership development

For the leadership team, with strategic and executive coaching.

ENABLEMENT

GPRS Digital Academy

Built and supported as a lasting internal capability.

The result

Bookings grew from \$76M to \$101M over a twelve-month period, leading to a record month of more than \$10M in sales in August 2021.

On the marketing side, initial ROI metrics met or exceeded lead quality and volume targets, with a 40% reduction in monthly ad spend.

“If you are looking for ELITE growth partners for your company, look no further than the team at Braintrust... this team has made an incredible impact on our sales, marketing and operations teams.”



Matt Aston

Chief Executive Officer, GPRS

WHY BOTH PROGRAMS

Every revenue function, not just the sellers

NeuroSelling® reached sales, marketing, and operations. NeuroCoaching® went to the leadership team. The marketing engine was rebuilt alongside both.

+33%

Bookings growth

\$50K

Average daily sales revenue from the ads strategy