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ENERGY

D&D RV Center Powers Sales & Service Growth With Battle Born Lithium Solutions

Case Study



Training & Support

Empowering Dealers Through Partnership

One of the key drivers behind D&D RV Center's success with lithium power systems has been the strong support and training provided by Dragonfly Energy.

Expert Resources at Every Step "Dragonfly Energy didn't just sell us batteries — they partnered with us. From day one, they've provided the training and support our team needed to succeed."

Confidence Through Knowledge With comprehensive training and accessible resources, D&D's staff became confident in educating customers about the value of lithium.

"If you're educated and confident in it yourself, the sale becomes easy."

Ongoing Support "Even now, our team regularly checks in with Dragonfly to make sure we're setting up customers right—and they're always there to help."

Challenge

Meeting Rising Customer Expectations in a Competitive Market

D&D RV Center, an independent dealership based in Helena, Montana, faced increasing demand from customers looking for better off-grid capabilities, reliability, and modern RV power solutions. As a family-owned dealership since 1986, D&D needed a competitive edge to differentiate from larger chain dealers, especially in an era where customer knowledge and expectations are higher than ever.

Despite having no prior experience with lithium power systems, customer inquiries—especially around Battle Born Batteries—pushed D&D to explore high-quality lithium options that could improve both customer satisfaction and business profitability.

Solution

Partnering with Battle Born to Deliver Premium Lithium Power Systems

D&D RV Center became an early adopter of Dragonfly Energy's Battle Born Batteries and integrated them into their sales and service operations. The dealership invested in full staff training, ensuring everyone from sales to service could confidently speak to the value of lithium power.

“ This was the first time in 35 years I've seen a staff, top to bottom, on board with something after a training.

Mark Rispens, Owner, D&D RV Center

Their partnership with Dragonfly Energy and Keystone's SolarFlex program allowed D&D to stock RVs equipped with lithium batteries and offer full upgrade services for existing RV owners.



Partnership That Delivers

Not Just Batteries Dragonfly Energy offers expertise on system integration, solar components, and best practices.

Always Accessible Tech support and training are a call away, ensuring dealers can easily navigate any challenge.

Customer-Centric Values "Customer service is a lost art—Dragonfly brings it back, and our customers notice."

“ If you want to do it right, partner with people who back you up. Dragonfly Energy is with us every step of the way.

Results

Revenue Growth Across Sales, Service, and Customer Loyalty

Sales Lot Advantage Stocking RVs equipped with Battle Born systems gave D&D an edge over competitors, especially during peak demand. "We sold RVs all over the country and even into Canada because we could have these conversations and others couldn't."

Service Department Profitability Lithium upgrades became a key profit center. "A lot of us are busy in our service departments, but a lot of us are busy doing jobs we don't make a lot of money on. This is a job where you make money on the parts and on the labor—and the customers are happy."

Customer Satisfaction "Once you go lithium, you don't go back. We've had customers swap out cheap lithium for Battle Born and never look back."

The dealership has built a strong reputation for quality and expertise, with lithium power systems contributing to increased margins on both product and labor.

Customer Feedback

Everything just works better on a Battle Born battery. Lights are brighter, fans run faster, water pumps stronger. The entire customer experience improves.

D&D also highlights the importance of staff adoption: "We offered lithium upgrades at cost to employees because we wanted them to experience it firsthand—and sell from that place of knowledge."



Business Impact

Profitable Growth, Realized

High-Margin Service Jobs "These are some of the most profitable jobs we do."

Increased Sales Conversion Educated customers see lithium as essential—not optional.

Lower Cost of Service Fewer returns and issues. "We've had zero product failures, which in the RV world, is almost unheard of."

Battle Born allows us to provide a premium product, at a premium margin, with premium customer satisfaction. That's rare in this industry.



Long Term Strategy

Committed to Growth in Off-Grid and Boondocking Markets

D&D RV Center continues to push forward with lithium solutions as part of its growth strategy. With more consumers seeking off-grid capabilities, lithium has become a core offering.

Your customers are having the lithium conversation with someone—it should be with you.



Ready to Power Your Dealership's Growth?

Partner with Battle Born for trusted lithium solutions that drive sales, boost service revenue, and keep your customers coming back.

Learn more at

battlebornbatteries.com/dealers



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