



IT CONSULTING FOR FINANCIAL INSTITUTIONS

Surpassing expectations with 25% annual growth

ABOUT GREYSON:

Greyson is a leader in managing and delivering system integration projects for the banking sector in the Czech Republic and Slovakia.

COMPANY SIZE:

201-500 employees

INDUSTRY:

IT services and IT consulting

SBR SERVICES:

Sales transformation, sales coaching, performance improvement, competency development, change management in sales, CRM optimisation, sales competency assessments, sales training, sales leadership, account management

The challenges faced by Greyson

Transforming sales capabilities for sustainable growth

Greyson faced challenges with its sales approach. Their sales were leader-driven, handled primarily by partners and senior managers without a structured process. They lacked a CRM, KPIs, and a reward system, leading to unplanned and disorganised sales efforts. Greyson needed to standardise its sales process, focus on specific markets, and improve its sales capabilities to achieve sustainable growth. They sought an external partner to support their sales transformation, coaching skills, performance improvement, competency development, and change management in sales.

The return on investment

Achieving 25% annual growth with enhanced sales capabilities

Since partnering with SBR Consulting, Greyson has achieved 25% annual growth while maintaining its profit margin. The structured sales process and improved onboarding have led to faster growth and better predictability. Greyson's training courses returned an NPS score of +78, higher than the industry benchmark. The company is now able to promote consultants in the BD role, onboard them effectively, and win more complex projects.

SBR's strategy to execution

Embedding sales excellence for predictable growth

SBR Consulting implemented an AI note-taking platform, developed a sales coaching methodology, created competency assessment programs, introduced a selling methodology, and provided online follow-up and interaction strategies. They created a structured sales process, implemented Salesforce, and set up individual workflows. SBR's approach included forecasting to predict company growth and creating a methodology for new hires to streamline onboarding. The collaboration resulted in a more focused sales approach, with senior staff prioritising sales and delivery coming second.

25% Annual Growth

NPS Score: +78



"We collectively understood that we needed to disqualify some opportunities and focus on specific markets or segments. SBR Consulting heard what we needed and supported our sales growth.

We created a sales process, implemented Salesforce, and set up individual workflows. Since working together, we have grown faster than before, achieving 25% annual growth while maintaining our profit margin. Professionals who know what they are doing because they are the best."

Peter Juriček
Partner

← Click here to see Peter's video testimonial.