

ENDURANCE MINDSET FOR BUSINESS SUCCESS

Structure • Sales • Sustainability

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WHY ENDURANCE MATTERS

ENDURANCE IS NOT ABOUT SPEED,
IT'S ABOUT STAYING THE COURSE.



What's been your toughest
endurance challenge these
past 4 years?

STRUCTURE

- The people that build out your structure have been tested over the last few years.
- Has the concept of right people in right seats been questioned?
- How do you objectively review your team and structure?

Leadership Gap Radar

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STRUCTURE

- What are key gaps that have been exposed?
- Do you need full time fillers?
- How are you feeding the Sr Executive Group?
- Where does your nutrition as the leader come from?
- How do you keep your mind clear and think objectively about the realities of the race?



Reflection

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If you had a crystal ball 3 years ago, what would you do differently with your team structure?



**YOU CAN'T JUST TRAIN
FOR THE SWIM.
YOUR STRUCTURE
NEEDS BALANCE.**

SALES

- Cover All Bases
 - Current customers → different behaviors needed
 - New customers
 - Both relationships must be balanced
- Measure the Activity
 - Biggest issue is not if activity exists, but if it's effective
 - Lead measures vs. lagging outcomes
- Are Sellers Selling?
 - Anatomy of a seller
 - Need support + focus
- Feeding Sales
 - Lead generation (LinkedIn, initiatives, freshness of outreach)

Customer Journey Mapping

Where are the gaps in process vs.
relationship?



SALES

200 Truck Executive Role Play Weekly needs to see the funnel

- The funnel gives you information on volume activity from sales perspective.
- Only need to see whats in the red zone or what is nearly won
- What is the conversion rate of sales?
 - From this you can see who is empowered and where bottlenecks may be.
 - If 10% is the value you have why questions to ask around why not more? Is it pricing or Ops push back etc?
- How many review a weekly or monthly activity report?
- What is an activity/pipeline report?



Sales Engine Blueprint

Where are gaps in your activity review process?

A group of cyclists is riding on a paved road. The lead cyclist in the foreground is wearing a black and red jersey, a black helmet, and sunglasses. He is leaning forward in a racing posture. Behind him, several other cyclists are visible, some in blue and white jerseys, and others in red and white. The road is flanked by green grass and trees, and the sky is bright with some clouds. The overall scene is dynamic and focused on the sport of cycling.

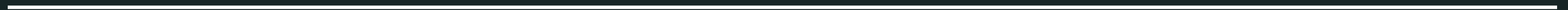
**SALES IS YOUR ENGINE.
CONSISTENT PEDALING
BEATS SPRINTING.**

SUSTAINABILITY

- Sustainability creates the ability to scale or sale.
- It's built on three pillars: People, Tech, Process.
- You can't scale what isn't stable.
- "Build structure to support sales and after all is stabilized then grow."
- Train your weaknesses so you can race your strengths.

Business Endurance Scale

Where do you place
yourself?



Barely

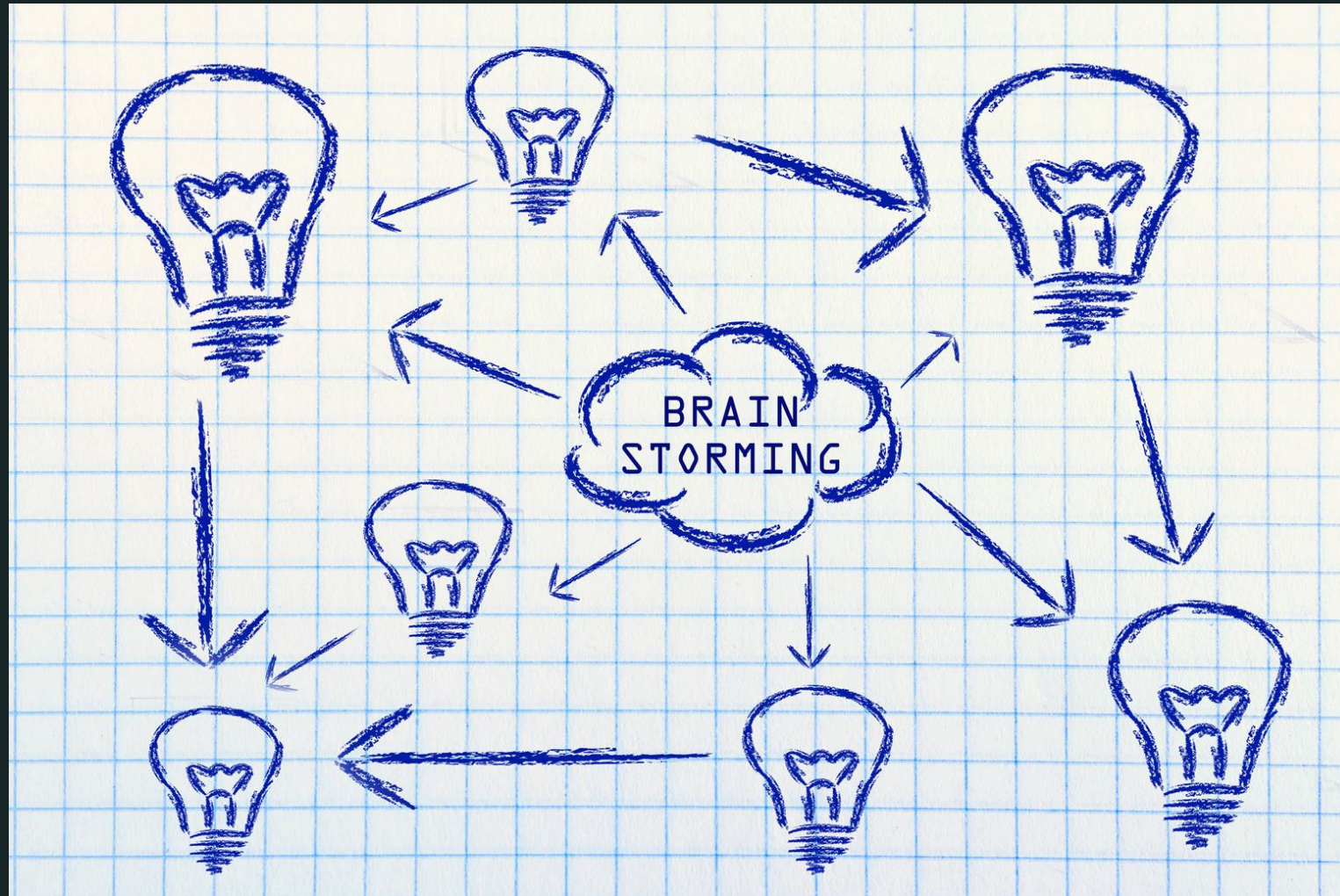
Stabl
e

Sustainabl
e

Scale/Sale
Ready

Surviving

Scenario Planning Sprint



Scenario:

Q2 '26 strong

rebound

Groups brainstorm → From today's notes what are the top 3 actions to be taken to grab all the dollars available?



**TRUE ENDURANCE IS ABOUT BEING READY
FOR BOTH UPHILL AND DOWNHILL STRETCHES.**

Reflection

What's one endurance practice I will take back to my company?

Now what?

Finish Line



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