

JIMMY THEOC

Sales operating systems for companies that sell **complex products** into enterprise procurement or premium consumer markets.

THE PROBLEM I SOLVE

Most B2B sales teams are trained to quote, not position. They navigate procurement but lose to it. They report on pipeline instead of moving it. The result is flat revenue with no clear failure point.

DTC organizations face a different version of the same pattern: leads convert below benchmark, average ticket is left on the table, and the consultative motion the brand promises is not the one the team actually runs.

I install the operating system that fixes this in **sixty days**, not twelve months.

CORE CAPABILITIES

ACCOUNT ARCHITECTURE	Converting spot transactions into multiyear framework agreements. The difference between a \$200K PO and a \$2M MSA.
STAKEHOLDER MAPPING	Technical sponsor, commercial gatekeeper, executive sponsor, operations user, finance approver. Most reps sell to one and lose because of the other four.
PURSUIT PRIORITIZATION	Scoring discipline that forces teams to qualify out. Backed by the ExecGraph commercial intelligence platform.
OPERATING CADENCE	Weekly pipeline reviews that move deals instead of reporting on them. Forecast accuracy. Hiring filters that screen the wrong profile out early.
PRICING STRUCTURE	Tiered offerings, value pricing for technical products, and capturing revenue for engineering work that used to be given away.

ENGAGEMENT MODEL

01

DAYS 1-30

Diagnose

Account base audit. Stakeholder map. Pipeline health check. Operating cadence review. Pricing teardown.

02

DAYS 31-90

Install

Pursuit scoring deployed. Weekly cadence redesigned. Hiring filters in place. First MSA in motion.

03

DAYS 91+

Operate

Embedded sales leadership at the rhythm the business needs. Quarterly readouts. Clean handoff option at month nine.

MARKETS & BUYERS

REFINING & PETROCHEM

Operators with MSA cycles and turnaround calendars.

MIDSTREAM & LNG

Pipeline, terminal, and processing facilities.

INDUSTRIAL OEMS

Manufacturers selling rotating equipment and process gear.

DISTRIBUTION & CHANNEL

B2B distributors selling into industrial end users.

HOME SERVICES & DTC

Premium home brands with consultative sales models.

CREDENTIALS

EXPERIENCE	20+ years in industrial distribution and home services sales.
AUTHOR	<i>Exit Stage Left: The Physics of Organizational Transformation</i> (2026).
FOUNDER	Lead Ledger Pro LLC · ExecGraph Energy.
EDUCATION	MBA, Rice University.
PRIOR	Ferguson · DistributionNOW · Puffer-Sweiven · Kohler.

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