



**PLAN | MARKET | SELL**  
BRIDGE THE GAP BETWEEN MARKETING AND SALES

## **PLAN | MARKET | SELL reboots and focuses on the marketing-to-sales process for clients**

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PLAN | MARKET | SELL, a sales consulting and marketing services company, announced an organizational reboot to reflect the company's focus on helping clients simplify their marketing and sales with an end-to-end solution.

The reboot elevates PLAN | MARKET | SELL and focuses the company on its core purpose - helping clients overcome the challenges and complexities of growing a business through marketing and sales.

"Today's business leaders have the daunting task of identifying the best strategies and tactics to grow their business in an ocean of choice. They're expected to do it consistently and keep their teams happy at the same time," said PLAN | MARKET | SELL founder, John Wessinger.

"Unfortunately, most organizations struggle with ineffective marketing and lackluster sales. This leads to confusion around where to deploy their time and energy, but also leaves teams feeling frustrated and stressed from lost time and missed opportunities."

With two-thirds of all marketing and sales initiatives failing to produce the intended or desired results (i), organizations are experiencing failure at an extreme rate and the consequences have become more severe, with the average tenure of a marketing executive at 44 months. (ii)

"We help organizations create an end-to-end, marketing-to-sales process. This helps simplify their internal processes, aligns marketing with sales and helps them become more efficient and effective -ultimately growing the business," said Wessinger. "Our work with clients starts with an assessment of their current marketing and sales efforts, we then help clients build a customized plan based on their specific customer and then we execute on that plan together."

Wessinger, who previously held sales, marketing, training and management roles at global organizations and contributed to the success of billion-dollar brands, is in a unique position to help organizations of any size with marketing and sales challenges.

"At my previous organizations, there were times when everything clicked, and our marketing-to-sales process did exactly what it was supposed to do, solved a unique problem for our customers and made money for the company. But there were also times when our marketing and sales efforts weren't aligned, and the two functional areas weren't on the same page. That's when problems popped up and everything seemed to grind to a halt."

Wessinger goes on to say, "It was frustrating and stressful. I saw people lose their jobs or exit the company. The risks were real and serious. Getting this right for teams, the organization and for customers is really critical. My goal is to help clients create an effective marketing plan at a strategic level, but also make sure that it's implemented successfully with their customers."

“Understanding sales execution at a customer level is important. That knowledge makes your marketing efforts stronger because it’s real world. You know what it takes and how important it is to provide that solution during the final step of the marketing-to-sales process.”

Visit the PLAN | MARKET | SELL home page to learn more: <https://www.planmarketsell.com>

Or contact the company directly by using the information provided below.

**About PLAN | MARKET | SELL:**

PLAN | MARKET | SELL is a sales consulting and marketing services company based in Minneapolis, MN. We help business leaders and organizations simplify their marketing and sales by aligning internal processes with the new way that customers buy. We use an integrated approach of strategic planning, marketing and sales to make organizations more efficient and more effective. Our expertise is in creating transformative business strategies that improve how companies’ market and sell their products or services.

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(i) <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/six-steps-to-transform-your-marketing-and-sales-capabilities>

(ii) <https://www.prnewswire.com/news-releases/chief-marketing-officer-average-tenure-increases-to-44-months-300617017.html>