

Odjesa Destiny
sales consulting

BRAND PROFILE



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ABOUT ODJESA DESTINY

Odjesa Destiny is a highly skilled Sales and Marketing Consultant with over 11 years of experience across multiple industries, including FMCG, banking, pay-TV, and telecommunications. His expertise lies in helping businesses optimize their sales processes, build high-performing sales teams, and implement strategic marketing solutions that drive revenue growth.

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VISION

To be a trusted consultant for organizations seeking to transform their sales structures, enhance customer acquisition, and achieve sustainable business success.



MISSION

To empower businesses and professionals with cutting-edge sales and marketing strategies that ensure long-term growth and profitability.



CORE SERVICES

Odjesa Destiny provides comprehensive consulting services tailored to improve sales efficiency and marketing effectiveness. His top 10 consulting activities include:

1

Sales Force Recruitment & Onboarding – Identifying, hiring, and training top-performing sales professionals.

2

Sales Team Structuring & Management – Developing sales team hierarchies, performance metrics, and leadership frameworks.

3

Sales & Marketing Strategy Development – Crafting data-driven sales plans, GTM (Go-to-Market), and RTM (Route-to-Market) strategies.

4

Sales Training & Performance Coaching
– Enhancing sales capabilities through customized training and skill development programs.

5

Market Research & Competitive Analysis
– Conducting in-depth industry research to identify trends, opportunities, and competitive positioning.

6

Customer Relationship & Key Account Management – Implementing CRM tools and managing key clients, distributors, and sales channels.

10

Outsourced Sales & Marketing Management – Providing full-service sales and marketing management for businesses.

7

Brand Positioning & Product Marketing – Developing strong brand messaging, pricing strategies, and sales enablement tools.

8

Lead Generation & Digital Marketing – Driving sales growth through online marketing, SEO, PPC, and conversion optimization.

9

Retail & Trade Marketing Execution – Implementing merchandising, POS strategies, and retail promotions to boost product visibility.

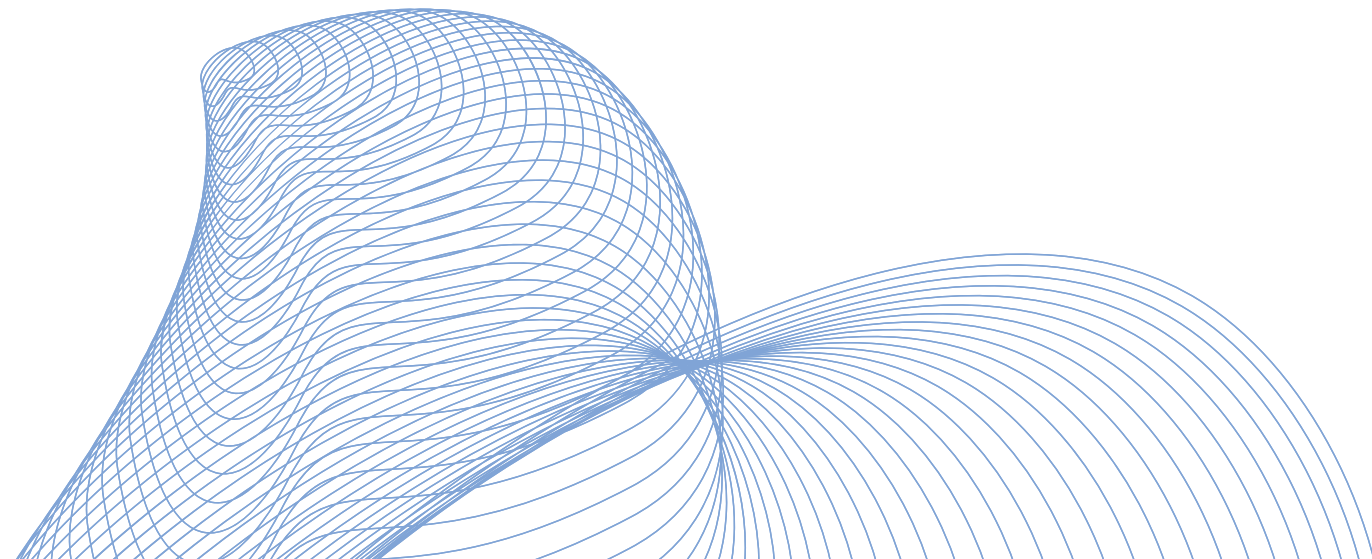
"Great salespeople don't sell; they inspire trust and guide decisions."

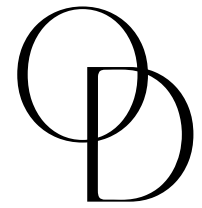
--Odjesa Destiny



INDUSTRIES SERVED

- Fast-Moving Consumer Goods (FMCG)
- Banking & Financial Services
- Telecommunications
- Pay-TV & Media
- Manufacturing
- Startups & Small Businesses





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