

# UNLOCKING POTENTIAL





# About us

We are a Dublin based sales and marketing management consultancy that offer bespoke training, coaching and mentoring to unlock business and individual potential.

Our tailored sales & marketing practical courses, workshops and individual programmes reflect the unique characteristics and needs of you, your team and your business. We create down to earth connection that will inspire and empower and we specialise in helping professional people in all aspects of their business and personal life to enhance performance, grow in confidence and focus on what matters.



## **About us**

An independent listening ear, practical experience, a blueprint to deal with your sales, marketing, professional, and lifestyle issues.



# Our approach

- Collaborative, action & solution focused
- Empower accountability
- Meet our clients where they are at and who they are
- Take a 'whole person' approach to development
- Down to earth, approachable, warm genuine people
- Treat all our clients with the utmost confidentiality
- Challenging in a realistic and positive way
- Tailored to an individual, team or business
- Face to face or online





# What we do?



## Sales Training

Maximise performance using proven sales techniques .



## Sales & Marketing Workshops

Focus on specific opportunities for success.



## Sales & Marketing Mentoring

Fresh input to help take your business to the next level.



## Individual Programmes

Space to discuss, problem solve and identify solutions.



## Sales & Marketing Consultancy

External perspective with an ethos of collaboration.

Through questioning, active listening, and a collaborative approach, we get to understand you and your business.

We treat all our clients with the utmost confidentiality, and view every individual, company and situation as unique and different, so we don't offer standard off the shelf, pre-packaged responses.

# Meet us



**Ciaran McKenna**

Director

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Ciaran has enjoyed solid business success in senior management and sales leadership roles. With a background in sales methodology, sales processes and sales operations he brings a wealth of knowledge to work from. He has an excellent track record in sustaining and improving profit growth in different trading conditions.

He is EMCC accredited as a senior practitioner coach/mentor. He has led, trained, coached and mentored many individuals helping them reach their potential and ambitions. His natural enthusiasm and down to earth authentic approach to business, helps to see past the surface and get right to the core of whoever he works with.

He is a great listener, intuitive and fearless, holding his clients to account as he is not afraid to ask the hard questions. Warm, supportive and in your camp, he will meet each client where they are at and who they are. He takes into consideration the 'whole person' approach to development. He is resilient and will always go the extra mile for others.



**Rachel McKenna**

Director

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Rachel is a commercially minded marketing professional, mentor and business woman. Naturally collaborative and pragmatic, she brings a wealth of knowledge from her experience primarily built in the financial services sector in the United Kingdom and Ireland. She has also worked in retail and the small business start-up sector.

Rachel is EMCC accredited as a practitioner coach/mentor, a qualified teacher and holds diplomas in marketing, leadership management & coaching. She has recruited, trained and managed marketing teams and loves to plan, organise and make things happen.

Down to earth, patient, warm and encouraging, Rachel is a great listener, naturally curious, and interested in people and business. Supportive and in your camp, she is very much about championing the authentic person and taking a practical solution focused approach to problem solving, learning and development.

# What our clients say

*Working with Ciaran and Rachel was extremely beneficial. We established a rapport very quickly thanks to their openness and understanding. This coupled with their incisive questioning enabled the creation of a focused strategy. I would have no hesitation in recommending Woodhazel Consulting.*  
(DL)

*I was working through a bit of change in my career. Our conversations helped me see my situation from different perspectives. We talked through various scenarios and identified opportunities I hadn't considered before. Communication is informal and supportive, and they are very approachable. I highly recommend WoodHazel to anyone who is looking for support to improve their career.*  
(DC)

*After completing the Philosophy of Selling course with Ciaran and Rachel, I now fully understand the meaning of selling and how to implement a structured sales plan. I am now a lot more confident that I can grow sales and relationships with customers thanks to the course. Most importantly, the course is designed to start at your level. You are not expected to be at a certain level to begin this course. I would highly recommend to all company salespeople.*  
(CG)



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