

MYCAREER

Coach your business into contention

Sales & Marketing

ACCORDING to recent Australian Bureau of Statistics figures, Australian businesses spend an annual \$4 billion on business training. Good business training can lift sales results and ensure marketing strategies are effective.

Greg Chapman, of Camberwell-based Empower Business Solutions, says his 25 years in business, both here and overseas, have given him experience in international best-practice business management, expertise he now shares with others.

"Empower Business Solutions offers a strong education focus," Dr Chapman says. "The usual source of advice for business owners is accountants, but the type of

needs business owners actually have — better business education — is not something that they can really offer."

Dr Chapman says the business coach concept has been around for more than 20 years. In Australia it has been growing in acceptance and popularity over the past decade.

He says the rapid growth in business coaching can be attributed simply to the rise in the number of businesses. "In Victoria in 2004 there was 6 per cent growth in business. There are more and more people who need business education."

In terms of marketing a small business, Dr Chapman believes one of the biggest mistakes people make is "not identifying their niche and trying to sell to everyone". The result, he says, is a loss of focus.

Coaching, Dr Chapman says, can rectify these mistakes. "I show them how they can



Business coach Greg Chapman.

develop a niche and help them identify or create their points of difference," he says.

The cost for such coaching, he says, depends on the extent of the problems.

"If you are in group coaching, it might be a few hundred dollars a month or, for one-on-one, more intensive

coaching, several thousand dollars a month," he says.

At the small-business blog (www.australiansmallbusiness.net.au) he has created, though, Dr Chapman says advice is free.

Describing the blog as a forum where Australian small-business owners can exchange ideas and get advice from experts on how to improve their businesses through better management, planning, strategy and systems, Dr Chapman says the objective is to help Australian business owners be more successful.