

“With SmartOpinion, I have access to an experienced business owner offering relevant practical advice.”

Sharon Williams, Managing Director, Taurus Marketing

SmartOpinion offers sound, practical business mentoring

“There is heaps of theory available to business owners out there. I just want practical advice fast.”

*Sharon Williams,
Managing Director,
Taurus Marketing*



“If you are smart, busy, want good advice and are committed to the wellbeing and growth of your business, SmartOpinion is the practical sounding board you need.”

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Managing Director,
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Focus on what you do best

Taurus Marketing and Consulting Services Pty Ltd began working with SmartOpinion in January 2003. Sharon Williams, Managing Director explains, “Taurus is a Marketing and PR consultancy. We specialise in offering marketing services to corporates – and act as an outsourced marketing department.

I have a team of eight and in the last two years, I've tripled head count and moved into larger, more spacious offices. I began looking for a suitable business mentor around eighteen months ago.

My trade is marketing but as any business owner appreciates, I now wear multiple hats including Financial Controller, HR Manager, Sales Director, Office Manager, Trainer, Operations Manager, Customer Service champion and to my customers, in the early days, I was the face of Taurus Marketing.”

Fast track by asking for help

“I am organised and tenacious, but after three years of working round the clock”, Williams explains, “I realised there must be better ways to grow a successful company. Trying to be all things to my business wasn't practical for me, my family or my long term health. It just isn't sensible to juggle 'all the balls in the air' on your own and not practical in terms of growing a business.

I knew it would be better to focus on what I am good at (and enjoy) and pass the remaining tasks to people who are better qualified. This was the first step in delegating out and trusting others to help me run my business.”

Advice from someone who has actually 'been there and done it'

Williams continues, “I am constantly bombarded by people or organisations promising to improve the way I run my business. They typically promise to help me increase sales by xx% or want me to book a 'Business Doctor' or a 'Business clinic' session which will miraculously bring huge rewards.

Most of these approaches come from franchises, or young inexperienced consultants straight out of business school.

“I can read a text book or go on a course any day. What I wanted was short cut ideas to help me prepare my business for the next stage.”

*Sharon Williams,
Managing Director,
Taurus Marketing*



“Running a business isn’t a bed of roses and my SmartOpinion consultant isn’t afraid to live through the lows as well as the highs with me – I get instruction from someone who has been there, seen it and done it all before.”

*Sharon Williams,
Managing Director,
Taurus Marketing*

I have a huge issue with the credibility of someone who has never run their own business advising me on how to run mine. It’s not always practical to learn about the day to day running of a business from a text book.

What I wanted in a mentor was practical, short cut advice from someone who’s been there before and who really understands first hand the reality of the highs and lows, joys and pain behind the scenes.”

Sound, no nonsense practical advice

Williams explains, “I met a SmartOpinion representative at a social function and liked the no frills, ‘no bull’ attitude. I’m a busy mother of three and haven’t time to waste. I want smart, ‘to the point’ advice and for the past fourteen months of mentoring SmartOpinion have provided me with a great sounding board.

We catch up informally over a coffee whenever I need to talk things over, which works better for me than tying into a set amount of hours or set meeting times.

We’ve run through business finances, sales, HR issues, investment issues and processes. It’s refreshing to talk to someone who knows what it’s like to carry the can.”

Useful introductions to first class suppliers

Williams continues, “What has also been really useful is the introduction to new suppliers. SmartOpinion have provided me with a new accountant, insurance consultant and book keeper who have raised the bar in terms of the information I now have available.

In terms of the financials of my business, I now have all the reports I need, when I need them.”

Now, I’m not going it alone

“As my consultant says, ‘You can take a horse to water but you can’t make it drink’. With SmartOpinion, it’s totally up to me to ‘take it or leave it’ in terms of the advice I get. I recommend SmartOpinion to anyone who is serious about consolidating and fast tracking business management skills.”