

Sharing secret of success

Paul Haigh

THERE'S no monkeying around with these guys.

They want to put plenty of cash into local business coffers – and they promise not to send their clients bananas.

Long-time friends and business partners Steve Wisbey and Andre Moreitz run the business consultancy company Cheeky Monkey Success Training.

Mr Wisbey, 46, and Mr Moreitz, 43, formed their business advisory company two years ago and already have several Liverpool businesses on their books.

Both Mr Wisbey and Mr Moreitz have extensive business backgrounds.

They have experienced the good times and the tough times, gaining plenty of knowledge along the way.

Mr Wisbey has worked in marketing and promotions, managed a furniture store, had a mobile disc jockey business and also owned a record and CD store.

Mr Moreitz came from a marketing background, working in the hospitality industry.

One of their clients is Liverpool entrepreneur and business owner of almost 30 years, Sam Cavallaro.

Mr Cavallaro's continental and Italian patisseries are in two



Wisdom to share: Steve Wisbey, Sam Cavallaro and Andre Moreitz at Cavallaro's Liverpool Westfield.

Picture: Simon Bennett

Liverpool locations – Macquarie Street and Westfield.

He also runs similar businesses in Miranda and Leichhardt.

"We're passionate about helping small business owners," Mr Wisbey said. "No one was there with a handbook or support when I started my first business."

"I was very successful but I made lots of mistakes and wasted lots of money."

"I look at the statistics of small business going under and I don't want people to go through that."

Mr Wisbey cites the alarming statistic that 70 per cent of new businesses don't survive past two years.

Mr Moreitz said he and Mr Wisbey had common skills but were quite different in their approach.

"I'm the analytical one, Steve's the creative one," Mr Moreitz said.

"One of the first things we ask business-owners when we work with them is how much money do you have in your pocket."

Mr Wisbey said they have a fresh and energetic approach.

Mr Cavallaro said the advice from

Cheeky Monkey Business Training had been insightful.

"I saw them give a presentation at a recent Narellan Chamber of Commerce lunch and I was very impressed," Mr Cavallaro said.

"I made contact with them and now they're helping with my businesses."

Mr Wisbey and Mr Moreitz are guest speakers at the Liverpool Chamber of Commerce monthly lunch on Wednesday, October 13.

Details: liverpoolchamber.org.au or 9774 5277.

Network for women

THE next Sydney Women's Network business lunch is on Thursday, August 26 at the Liverpool Catholic Club, at noon.

The network is run by business partners Natalie Moutia and Cindy Steele. "This is an opportunity for business-women with small to medium businesses to meet, network, promote their business, gain contacts and exchange referrals to grow their business in Liverpool," Ms Steele said.

She said the network's events are good meeting points for women business-owners to learn about the most cost-effective ways of networking. "Participants at lunches have fun and make great business contacts and friends in a relaxed and inviting atmosphere."

She said participants can even have their own 30-second "business commercial" at the lunches.

Liverpool mayor Wendy Waller was guest speaker at last month's lunch. She described her life as a therapist and her rise from councillor to Liverpool's first woman mayor, elected by popular vote in 2008.

Details, registration (essential): sydneywomensnetwork.com.au.

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