

A burning business topic

Your business and Chile peppers, a formidable pair. Chiles, which have been around for hundreds of years, are one of the most identifiable edible plant products in the world. Identified not only by its elongated appearance and fire red colour, but by the burn!

The mere mention of Chile peppers can make a mouth salivate and bring a bead of sweat to the brow. The question is, what do we really know about this well-known pepper. Well to start with, it isn't a pepper at all. Chiles were named "peppers" by Christopher Columbus who mistook the taste of them in food for the "black pepper" he sought on his travels to India.

Chiles are in fact more closely related to the eggplant and tomatoes. Chiles contain a substance that is not found in any other plant. It is something that a human can detect even at one part per million. The substance is called capsaicin, and is the key ingredient in pepper spray.

Here are some other things you may not know about the famous (infamous) chile. Chiles assist in BURNING calories. Heat liniment's main active ingredient is capsaicin.

Chiles are low in fat, high in fibre and loaded with Beta Carotene and Vitamin C. Capsaicin is a natural antibiotic and has been used to treat (get this) indigestion, acne, alcoholism, arthritis, bronchitis, herpes, low blood pressure shingles and ... hemorrhoids.

Where am I going with this lesson on chilies? Well, like the chile, your business may have a recognizable face or name.

The most common aspect of your business may be well known to



Jeff Bowman

consumers and perhaps even to clients who have never used your product or service. Like the chile, your business has a secret side, which could be darker and spicier. The things about your business only you and a handful of other people know. Other benefits of different products or services you offer your clients. The great things you do in the community. The other business you have helped to grow. A business model is multidimensional yet we tend only to expose the best and brightest features. Small businesses need to do a couple of things in order to be competitive with the giants.

The first is to diversify. We as small business people can do that. We can reach out and give any customer exactly what they want or more importantly, need. That diversification may be as simple as offering different benefits to different clients for the same product or service, or affecting subtle enhancements in our products immediately to suit changing needs.

The second thing we need to do is peel back the layers and expose more of the great things about our businesses that clients may not know. Show them what else you can do!

Think about the capsaicin in your business. Don't let someone mistake your chilies with someone else's pepper. Is that sweat I see on the big guy's brow?

Jeff Bowman of Bowman Training Initiatives offers Targeted Sales and Productivity Solutions for your business. Call Jeff at 905-451-6525 to sign up for his newsletter.