



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



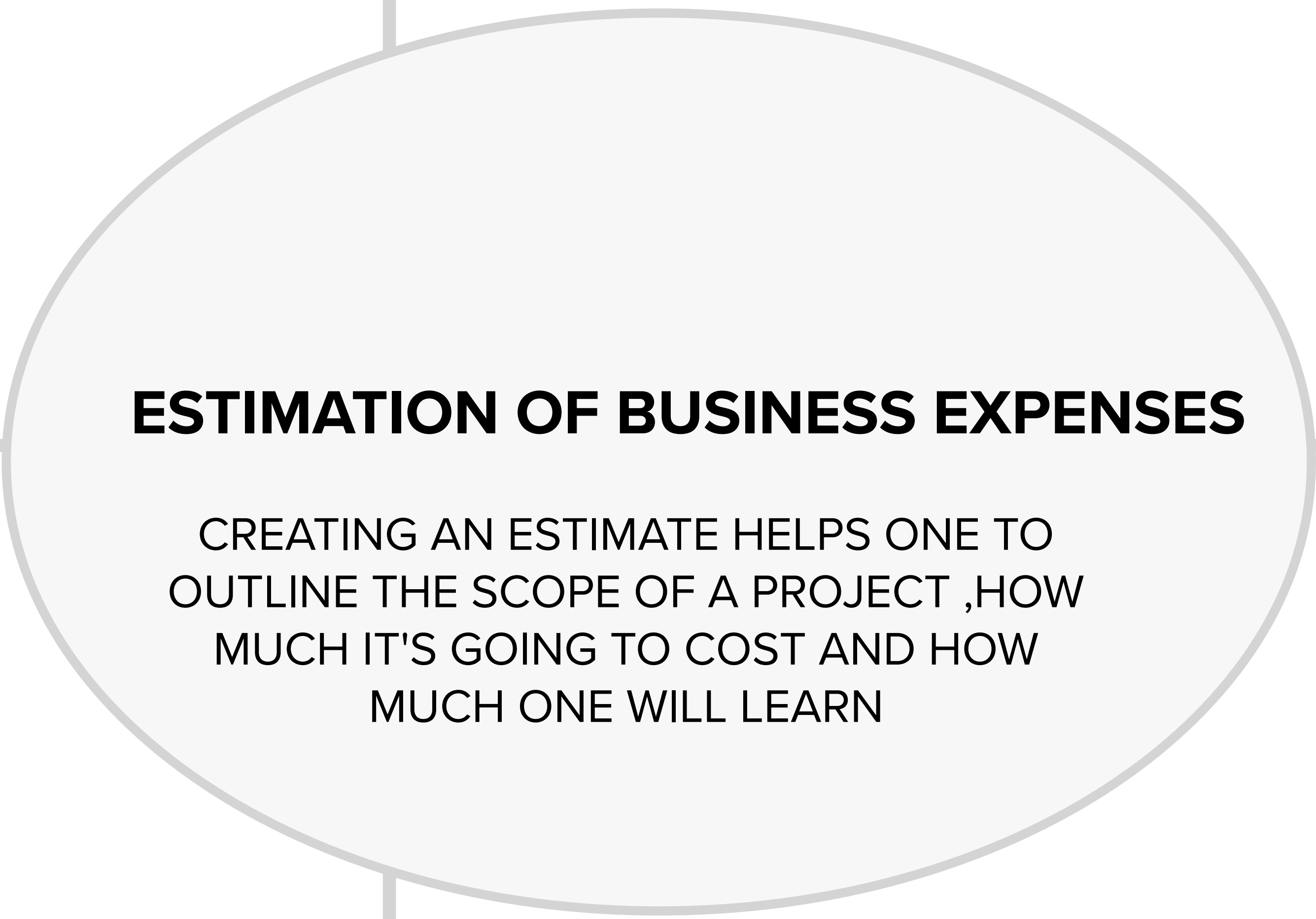
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



ESTIMATION OF BUSINESS COST WILL REDUCE THE RISK

SEMINARS AND WEBINARS AND CONFERENCES TO ADDS VALUE TO THE COMPANY

AN EXPENSE MUST BE CONSIDERED AS ORDINARY AND NECESSARY BY THE IRS TO BE TAX-DEDUCTIBLE

DRAFTING A BUSINESS PLAN IS THE BEST WAY TO ESTIMATE THE BUSINESS STARTUP COSTS

CLASSES OR WORKSHOPS TO INCREASE A SKILL

BOOKS RELATED TO THEIR INDUSTRY

BUILD STRONGER CLIENT RELATIONS

IMPROVE DECISION MAKING

FEAR WHEN TALK ABOUT THE VALUE IN TERMS OF MONEY

THE SELLER CAN SCRAP IT IF THE CUSTOMER DECIDES THAT THEY DONT WANT TO MOVE FORWARD WITH THE SELLER'S ESTIMATE

USEAGE NUMBERS TO MAKE HARD DECISIONS JUST BREAK OUT IN HIVES OR GO INTO ANAPHYLATIC SHOCK

PEOPLE WILL THINK THAT THIS OUTPUT WILL BE USEFUL BECAUSE CLEAR DATA WILL BE GIVEN TO THEM