



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?



Estimation of business expenses

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- 2.Heeru sah.M
- 3.Praveen kumar. p
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Reviews or ratings from online platforms or media outlets.

Testimonials or referrals from other customers,peers or experts.

Feedback or suggestions from sales people , consultant or advisors.

Growth of business.

Reliable and trust worthy business partner.

Quality of the product or service.

Asking questions or expressing options to salespeople, consultants or advisors.

Comparing or evaluating different options or alternatives.

Purchasing,using or recommending the product or service.

Can i ensure profitability by managing expenses effectively?

Should identify & understand audience for success.

Building a motivated & skilled team for success.



Does

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



Feels

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