



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?

• "We listen to your needs and ideas"

• "We provide innovative solution to your bussines s challenges"

• " Can they really deliver on their promises?"

• "I hope they can help us stay competitive"

Preparation & Maintaince of ZOHO books bright ideas consulting

Santhosh Pandiy  
Alageswaran  
Rinesh  
Hari Prasath

• contact them for an initial consulation

• visit the bright ideas consulting

• Excitement about the potential for positive change.

• Concern about the cost of consulting services.



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?