



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?

Zoho Books enables us to generate professional invoices for our customers.

Data accuracy in financial records is crucial for our tour business.

We appreciate the ability to reconcile payments seamlessly.

What strategies can we employ to ensure the accuracy of our financial records?

Can Zoho Books provide insights into cost-saving opportunities within our tour operations?

What are the best practices for utilizing Zoho Books to its full potential for tour management?

Relies on Zoho Books to track expenses and handle invoicing for customers.

Focuses on maintaining a Gross Profit margin of 50% to drive financial success.

Utilizes Zoho Books to generate professional invoices and reconcile payments seamlessly.

Hopeful that Zoho Books will continue to support efficient tour operations.

Committed to maintaining accurate financial records through Zoho Books.

Worry about potential challenges in transitioning to a new financial management system.



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?