## Says What have we heard them say? What can we imagine them saying? Begin your response by acknowledging the customer's concern or question. Mention that budgeting and Explain how your expense estimation business estimates are essential for and manages maintaining a stable business expenses.You can mention that and ensuring expense estimation that resources are allocated efficiently. **BUSINESS ORGANIZER**

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

Customers should start by defining their business objectives and financial goals.Understanding

what they want to achieve will help them set a realistic budget and expense estimation.

**Thinks** 

It's important for customers to be flexible in their estimations align with their cash flow projections.

Maintaining a healthy cash flow is vital for business sustainability.

Start by categorizing your expenses into different categories.

They are Fixed Expenses,

Variable
Expenses,
One-time
Expenses.

Utilize accounting and financial software to help track and manage your expenses.

Many customers
appreciate
transparency in a
business's pricing
and expense
estimation.

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

They feel more confident that they undertstand the costs involved and are less likely to encounter

unexpected fees or charges.

Effective
communication
about changes in
pricing or expenses
can influence how
customers feel.

Feels

Does

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

