



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?



promotes calculation of price estimates for a job

To get quotes in a market for a particular product or service

Determine enough cash

How much money need for a business

Determine project's budget

Schedule the work necessary

Manage resource

Help estimate a completion cash

Better reputation

Allow prepayments

Great accurate planning

Increased and Improved profit margins

Makes the path to the future more stable and predictable

Build better client relationship

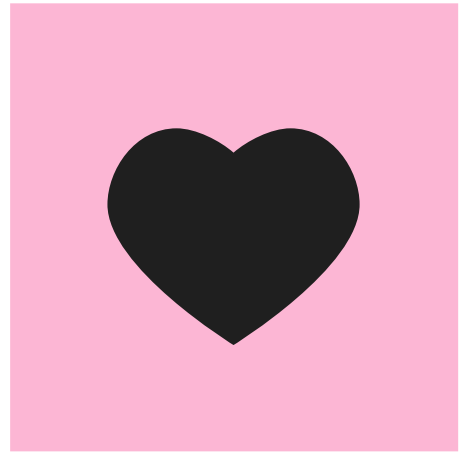
The sum of all the operation that bring profit

Help business clearly identify if the choice is good for them to make



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?