



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?



Business are allowed to deduct certain expenses from taxes.

Evaluate your costs

Office supplies travel expenses and salarier this will help identify areas where expenses.

Business expenses works on time

Negotiate with vendors

Prioritize your spending

Based software

Reducing business expense with cloud

Use technology wisely

Long term relationships with suppliers and vendors

Area potential savings

Cost redction strategies

Establishing relationships with suppliers and vendors



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?