



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?

Be clear and include all work the client has asked you to do for the completed project.

A line by line description of the work you expect to perform if your client accepts your estimate.

The number of items you expect to use.

ESTIMATION OF BUSINESS EXPENSES

Cost estimates are also very crucial when it comes to winning new business.

Cost estimation helps you determine your project's budget ,schedule the week necessary and manage new sources.

Owners also use cost estimates to assesss feasibility of their projects.

A good estimate helps potential clients understand the total cost of a project

The value or quantity of something that is approximate not exact

It is a calculation of expected costs,revenues,or profits.

Risk assessment is now a common feature of regulatory practice,but fear assessment is not.

This fear can stem from a variety of sources,including a lack of confidence in one's abilities,a fear of rejection.

Identify things that matter more to you than your fear and use that to push through



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?