



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?



Less critical when compared to quotes.

Less frequently used between two parties.

Pricing involves approximate price which could be subject to change.

Thinks about the stage of growth of the business.

Thinks to get best offers.

Thinks about safety and security.

To know the average price in the market for a particular product or service.

Calculation of price estimates for a job or project.

To know their competitors price quotes.

Feels to run businesses without encountering cash flow problems.

Feels to get best judgement of the total price.

Feels to get more growth in your budget.



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?