



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?

Estimation
of
Business

Estimating a business increases the rating of the business

Estimation of Business builds better client relationships

Evaluates the value of the business and increasing growth ideas of that business

It values the quantity and quality of the business

Evaluates cash flow and manage clients expectations

It compares your rates against competitors

Customer frustrations can become a big problem for any business

It makes path to the future more stable and predictable

It helps to know the quantity of work about project of that business

Accurate estimation of the project with knowledgable ideas

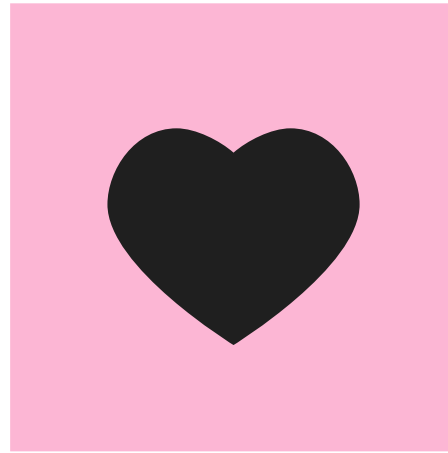
Loosing of business due to incorrect estimation of business

Correct estimation of products influence the business



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?