



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?

To create an effective strategy for growth.

To attract investors and landers.

To determine your future financial needs.

A statement that gives the value of the cost incurred in the manufacturing of finished goods.

Consistency is a key component to success in business.

To help employers focus and stay on task.

Estimating should align with the budget .

Estimating should be cost- based.



ESTIMATION OF BUSINESS EXPANSES

Help set a profit margin and sales price.

Producers calculate cost to predict future business expenses.

Evaluate their performance .

Identify, describe and analyze a business opportunity.

Helps you understand your business's cash flow.

The process of developing a roadmap aimed at achieving a business goal.

Business owners can better plan their budget and avoid unexpected expenses.

Provide approximate cost for a project.



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?