



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



A company's total expenses refer to the sum of its costs spend toward running the business.

Estimating business expenses is an important step in determining how much money you need to start and keep your business running without encountering cash flow problems.

Every business has different requirements depending on the type of products or services it sells, the size of the company, and the stage of growth of the business.

Business expenses need to be considered ordinary and necessary for them to be tax-deductible.

Any company will have business expenses. Meticulously tracking them ensures you know where your funds are going, and it helps you reduce your tax liability.

One of the main goals of company management teams is to maximize profits.

This is achieved by boosting revenues while keeping expenses in check.

There are two main categories of business expenses in accounting:
*Operating expenses
*Non-Operating expenses

Tracking your business expenses helps you keep an eye on whether you'll see profits or losses.

Business expenses are recorded on an income statement.

The price should be low and material should be of good quality.

They could delay purchasing, if the expenses exceeds their budget.

Customers might express concerns about hidden fees.

This was a waste of money.

You expect variable expenses each month, but the actual amount will vary.

Every business must keep close track of its daily, monthly and recurring expenses to properly manage cash flow.

Customer research competitors to compare pricing and features.

They may come across online reviews discussing cost effectiveness and quality.

They could express satisfaction if the product delivers more value than expected for the cost.

Advantages of business
*Benefits of corporate Independence and control.
*Individual Growth, creative Freedom and personal satisfaction.