



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?

Track your transactions in real time

Think and schedule the profit and loss

Separate personal and business expenses

Recognises funds as they are received or paid

Think to develop the personality taking in critical situations

Determining the cost behaviour pattern of a particular cost item



Add your company costs like office supplies, payroll expenses

Business owners are usually frustrated with the lack of growth in their business

Making an data analysis decisions

Using performance management techniques

Perhaps most crucially of all, fear can lead to restricted business growth

Understanding the tax implications of choosing a business structure



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?