



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?

Accurate financial records are essentials for our business.

streamlinig operations is our top priority.

streamling operations will save us time and resources.

zoho books makes our financial management efficient.

Tracking expenses for ingrdients and supplies is crucial.

Invoicing clients is so much easier with zoho books.

we need to optimize our ingredient and supply expenses.

Invoicing clients accurately is vital for our reputation.

fresh bites catering.

Uses zoho books regularly for invoicing and tracking.

Analyzes ingredient and supply expenses for cost control.

Relieved that zoho books simplifies our slaes and inventory.

concerned about controlling ingredients costs.

Regularly reviews financial records for insights.

Seeks ways to streamline and improve operations.

confident about our professional invoicing process.

satisfied with the accuracy of our financial records.



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?