



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?

We appreciate the insights Zoho Books provides into our project profitability.

Efficiency in financial management directly impacts our project timelines and client relationships.

Data accuracy in financial records is crucial for our IT services business.

Can Zoho Books provide insights into cost-saving opportunities within our projects?

What are the best practices for utilizing Zoho Books to its full potential for IT consulting services?

How do we ensure data security and confidentiality in our financial records?

Techpro Solutions

Utilizes Zoho Books to streamline financial processes and enhance operational efficiency.

Engages with training resources to maximize utilization of Zoho Books.

Explores Zoho Books for potential customization to meet specific IT consulting needs.

Eager to explore opportunities for cost savings and improved project profitability.

Excited about the potential benefits Zoho Books can bring to their IT consulting projects.

Anxious about potential challenges in transitioning to a new financial management system.



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?