



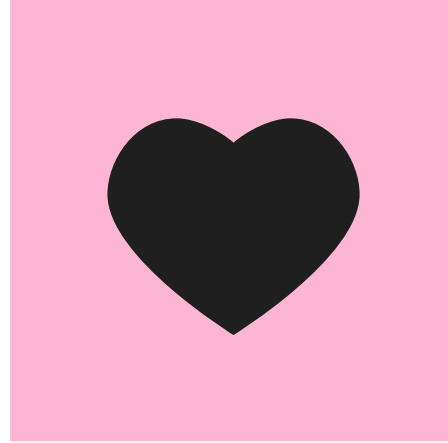
Says

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?

aluau050521151031

TechPro Solutions, an IT services company, utilizes Zoho Books to efficiently manage their client billing and invoicing. They track project expenses, record billable hours, and generate professional invoices using Zoho Books. The software helps them streamline their financial processes and provides insights into their profitability

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