



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?

Promotes their catering services as reliable, professional, and customer-focused

Highlights their commitment to delivering exceptional services and creating memorable events

Emphasizes the use of fresh ingredients and attention to detail in their culinary creations

strives to exceed customer expectations and provide memorable dining experiences

Considers the logistics and resources required for each catering event to ensure smooth operations

Constantly seeks ways to improve and innovate their catering service



Prepares and high-quality catering services

Provides exceptional customer service throughout the catering process

Offers a wide variety of menu options to cater to different preferences and dietary needs

Takes pride in providing high-quality and delicious catering options

Appreciates customer feedback and uses it to improve their catering service

Strives to create positive and lasting impressions on customers' dububg exoeruebces



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?