



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 essential for making informed business decisions.

Efficiency in financial management directly impacts our ability to provide quality catering services.

We value software that can adapt to the unique needs of our catering business.

Can Zoho Books provide insights into cost-saving opportunities?

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

How do we ensure data accuracy in our financial records?

Tracks and manages expenses related to ingredients and supplies.

Engages with training resources to maximize utilization of Zoho Books.

Explores Zoho Books for potential customization to meet specific catering needs.

Eager to explore opportunities for cost savings and improved efficiency.

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

Excited about the potential benefits Zoho Books can bring to their catering business.



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?