



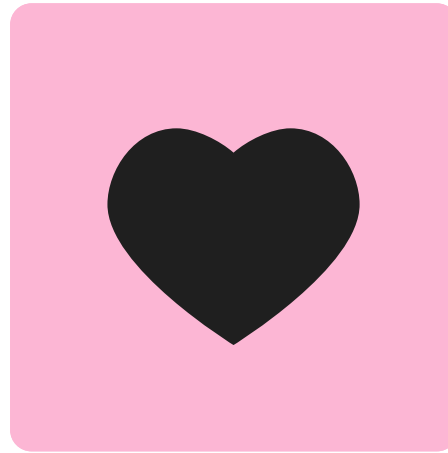
Says

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?



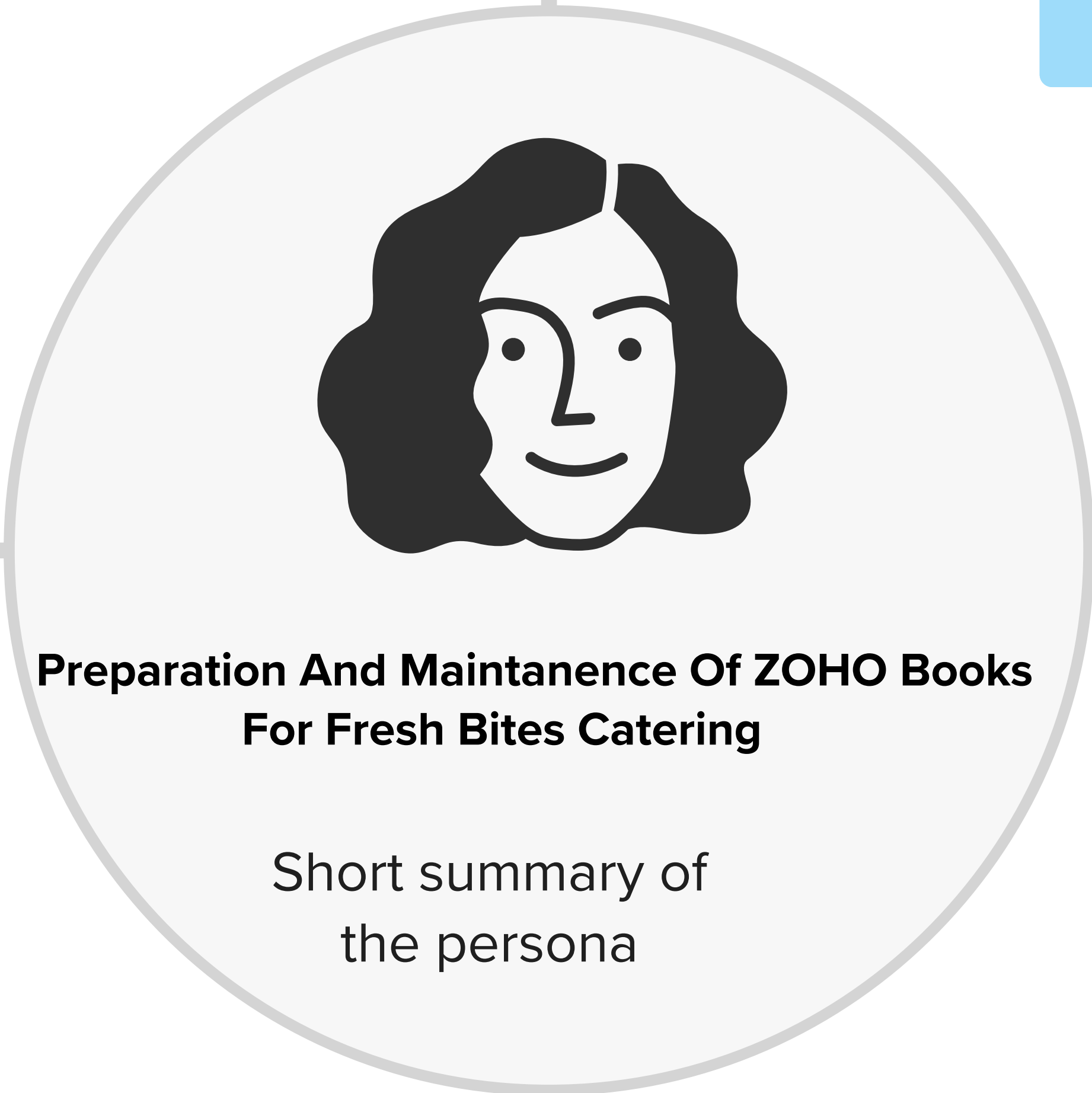
Feels

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?



• **Recording your transactions.** As you make sales and incur expenses, be sure to record them in Zoho Books. This will help you to track your income and expenses and keep your financial records accurate.

• **Generating reports.** Zoho Books offers a variety of reports that you can use to track your business performance. Be sure to generate reports on a regular basis so that you can identify trends and make informed business decisions.

1. **Reconciling your bank accounts.** Zoho Books will automatically import your transactions from your bank accounts, but you should reconcile your accounts regularly to ensure that everything is accurate.

• **Use the Zoho Books mobile app.** The Zoho Books mobile app allows you to access your Zoho Books account on the go. This is especially useful for businesses like Fresh Bites Catering that are often on the road.

• **Take advantage of Zoho Books support.** Zoho Books offers a variety of support resources, including online documentation, webinars, and live chat support. If you have any questions or need assistance, be sure to contact Zoho Books support.

• **Integrate Zoho Books with other Zoho apps.** Zoho Books integrates with other Zoho apps, such as Zoho CRM and Zoho Inventory. This allows you to streamline your business processes and save time.

• **Track sales by customer and event.** Zoho Books allows you to create custom reports that can help you to track your sales by customer and event. This information can be used to identify your most profitable customers and events, and to develop targeted marketing campaigns.

• **Manage inventory levels.** Zoho Books can help you to manage your inventory levels and ensure that you have enough food and supplies on hand for your upcoming events. You can use Zoho Books to track inventory usage, set reorder points, and generate reports on inventory levels.

• **Track expenses.** Zoho Books allows you to track all of your expenses, including food costs, labor costs, and marketing costs. This information can be used to identify areas where you can reduce costs and improve profitability.

• This information can be used to identify your most profitable customers and events, and to develop targeted marketing campaigns.

• You can use Zoho Books to track inventory usage, set reorder points, and generate reports on inventory levels.

• **Bill customers quickly and easily.** Zoho Books allows you to create and send invoices to your customers quickly and easily. You can also use Zoho Books to accept online payments from your customers.