



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?

what skills do
you think are
important for
providind
estimates to
customers?

How will you
feel if things
don"t go
according to
plan?

what do you
enjoy about
calculating
estimates?

what do you
think are your
top skills in
relation to
estimation?

Are you
capable of
launching
and running
this business?

Is this
business
something you
really want to
do?



ESTIMATORS

Is there a
better
alternative?

What does a
learning and
Development
Manager Do?

What Does a
production
Worker Do?
Duties, Skills
and Salary

What Does a
Sales Engineer
Do? Duties,
Salary and
Requirements

So what are
the benefits
of asking
about the
budget?

How long
have you
been in
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?