



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

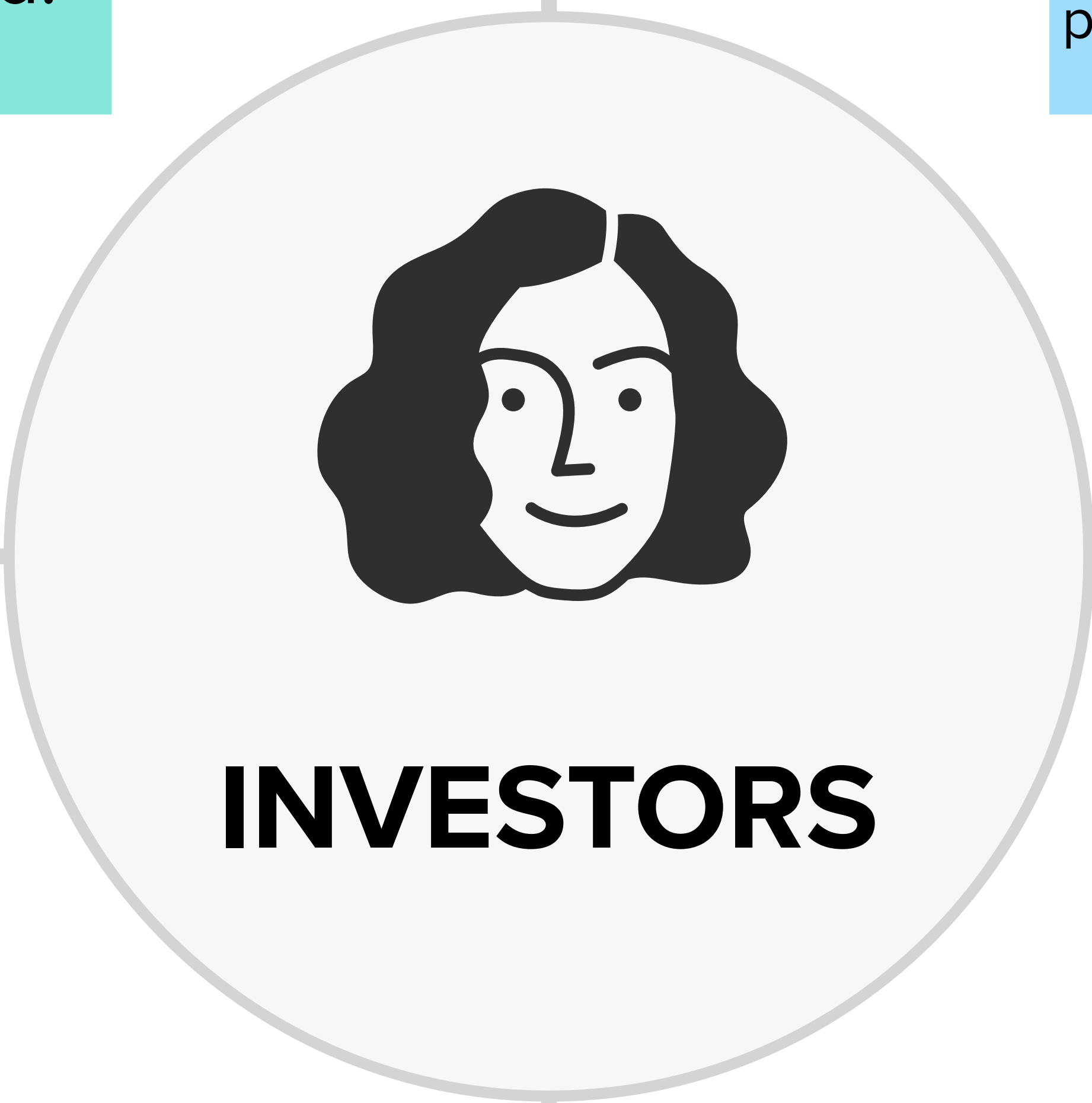
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)



past business costs can be used to predict future business expenses and to evaluate performance.

An estimate gives information about the items or services by the sellers or services by the buyer with the predicted prices.

It is allowed due to the nature of an estimate that it does not bind the parties involved in it.

accounts and investors are concerned with the tax implications of an asset's cost basis, which also helps to inform future activity.

in most cases, production costs are calculated using the actual costs/actual output accounting method.

A customer usually requests estimates from various sellers or service providers to select the best offer that works for him in a particular market.

acts as a document for collecting the approval of the buyer to go ahead with an order.

promotes calculation of price estimates for a job or project.

The issue of estimates is not mandatory under any between but is good business practice.

A change in any of the details does not require of the estimate or is not a final sales invoice.

If you lowball your estimate and then can't deliver on the promise, you will damage your reputation and lose customers.

It provides potential clients with an approximation of the costs associated with the goods or services they are interested in.