



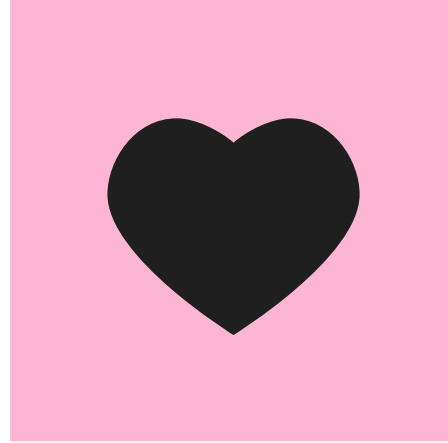
Says

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?



**Enter all transactions as soon as possible.**  
This will help you keep your financial records up-to-date and accurate.

1. **Generate and send invoices to customers promptly.** This will help you get paid faster.  
2. **Pay vendors on time.** This will help you maintain good relationships with your suppliers.

**Reconcile your bank and credit card statements regularly.**  
This will help you identify and correct any errors in your financial records.

**Track expenses.** Zoho Books allows you to track all of your business expenses, such as food and beverage costs, labor costs, and transportation costs.

This information can be used to generate reports on your profitability and identify areas where you can save money.

**Manage inventory.** Zoho Books allows you to track your inventory levels and set reorder points. This will help you ensure that you have enough supplies on hand to fulfill your catering orders.

Use Zoho Books to generate reports on your catering sales, expenses, and profitability. This information will help you make better business decisions.

You can also use Zoho Books to track the status of your invoices and send reminders to customers who have not paid yet.

**Create invoices for catering events.** Zoho Books allows you to create custom invoice templates that include your company logo, branding, and payment terms.

Use Zoho Books to track your inventory. This will help you ensure that you have enough supplies on hand to fulfill your catering orders.

**Review your financial reports regularly.** This will help you track your business performance and identify any areas where you can improve.

Use Zoho Books to create custom menus and pricing for each catering event. This will help you streamline your order-taking process and ensure that you are charging the correct price for each event.