



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?

Managing subcontractor payments and invoicing is vital to our construction projects.

Tracking job costing helps us monitor project profitability.

Zoho Books allows us to generate accurate estimates and invoices for clients.

Are there additional features in Zoho Books that can enhance our project estimating and costing?

What strategies can we employ to streamline our construction project financial management?

Can Zoho Books provide insights into cost-saving opportunities within our projects?

Actively uses Zoho Books to track project expenses efficiently.

Generates accurate estimates and invoices for clients using Zoho Books.

Relies on Zoho Books to manage subcontractor payments and invoicing.

Committed to maintaining accurate financial records through Zoho Books.

Hopeful that Zoho Books will continue to support efficient construction project management.

Appreciative of the tools and features that Zoho Books provides for their construction business needs.



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?