



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?



Clear state  
your price

Outline your  
payment  
terms

Include your  
company  
information

Business  
expenses are  
incurred as part  
of a company's  
operations

Business  
expenses are  
costs associated  
with running a  
company

It is used to  
determine  
their net  
profit or loss

It helps set  
a profit &  
scale's price

A cost that  
businesses  
incur in  
running their  
operations

To estimate the  
components of  
the expenses as  
of the closing  
date

Realise how  
a business  
can adjust  
it's cost

Knowing  
how cost are  
incurred in a  
business

Learn how  
to got a  
business  
investment



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?