



Kino Fernández de la Oca, 32 Managing Director

Background

- Graduated in Law.
- Three years as manager.
- Four years as Managing Director.
- Master's Degree in Laws.

Demographics

- Mexican.
- 32 years old.
- Male.
- High Annual Income: \$480,000 mxn.
- Native Spanish.

Identifiers

Latin Family

Elegant Person

First time Dad

Health Conscious

Goals

He wants
his own
office.

He wants to
get his
Doctorate's
degree in 3
years.

Challenges

He wants
to get a
promotion.

He helps his
customers
as much as
possible.

He wants
to exercise
five days a
week.

Common Objections

He loves the
technology, he
considers it's the
future for match
with new clients

He offered to his
bosses to have a
webpage for to
have more scope
with the clients

Marketing Messaging

A Safe Solution
for own client

Elevator Pitch

The Law consists
of three basic
rules or
principles: live
honestly, do not
harm others and
give each one his
due. "It is the
art of the good
and the equitable.

Real Quotes

"A failure is not
always a mistake,
it may simply be
the best one can
do under the
circumstances. The
real mistake is to
stop trying."
B.F. Skinner

"Education is what
survives when what
has been learned
has been
forgotten"
B.F. Skinner

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