

Customer Persona



Quotation

“Leave all your love and your longing behind
You can't carry it with you if you want to survive”

Name

Fragonard Matisse von San Ignacio di Elsinore

Age

47

Gender

Male

Location

Sunrise Manor, Nevada

Occupation

Sommelier

Job Title

Senior Sommelier

Education

MFA, Gastronomy

Annual Income

\$ 44,724.99

Goals & Motivations

Sales Objections

Challenges & Obstacles

Sources of Information

Books

Blogs

Conferences

Experts

Magazines

Websites

Social Media