

# Customer Persona

## Goals & Motivations

## Challenges & Obstacles

### 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

Sommalier

### Job Title

Senior Sommalier

### Education

MFA, Gastronomy

### Annual Income

\$ 44,724.99

## Sales Objections

## Sources of Information

### Books

### Blogs

### Conferences

### Experts

### Magazines

### Websites

### Social Media