

# 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

Sommalier

## Job Title

Senior Sommalier

## Education

MFA, Gastronomy

## Annual Income

\$ 44,724.99

## Goals & Motivations

- Enjoy Life
- Pursue Interests
- Spend less time on chores
- Clean Dog
- Well Groomed Dog
- Wine & Whiskey
- Food & Drink

## Sales Objections

“I have student loans to pay”

“My dog doesn’t need that”

“I can do that myself”

“I’m to busy”

“I don’t have time for that”

“My lifestyle shouldn’t visibly exceed my stated Income”

“I have to talk this over with my cat first”

## Challenges & Obstacles

- Cheapskate
- Doesn’t like paying for things
- Independent
- Prefers doing things himself
- Doesn’t like to negotiate
- Hard to decipher

## Sources of Information

### Books

*Where the Red Fern Grows (1961)*

### Blogs

*dogblog.net*

### Conferences

*Food & Drink Unlimited 2023*

### Experts

*Giada de Laurentiis*

### Magazines

*Food & Wine*

### Websites

*chewy.com*

### Social Media

*instagram snapchat facebook linkedin*