



www.luminalearning.com

What is Lumina Sales?

Sales is the heartbeat of any business. It may be direct, consultative, technical, or indirect, external or internal, but understanding people and being able to influence them is a crucial skill in business and in the everyday. The core Lumina Sales product is a demonstrably validated sales model, practitioner coaching and support model that delivers.

What does Lumina Sales deliver?

- Improve understanding between you and your clients
- Methods to build rapport and co-create results with your partners and clients
- Improve negotiation skills
- Better-quality sales and relationships with clients
- Faster sales cycle
- Reducing leakage of the precious sales commodity - time
- Greater market share



Who would use Lumina Sales?

Whether you're a front-line sales manager with the tenacity of a terrier or a Sales Director with a sales force that goes into the thousands, Lumina Sales will have applications you can learn, and use for life. For example someone who is doing new business will be looking for ways in which they could create a rapport quickly and understand their client's needs. If you are in Sales Management then you will be better equipped to motivate your staff to work towards a common vision. You will also be able to make the best use of the wide array of talents which your sales team possess. You can take their different approaches and show them how to collaborate - Lumina Sales will show you how.

Why would other people benefit from Lumina Sales?

They say anyone can sell something for free, but how do you make sure you negotiate the best price that is fair to all parties? The ability to negotiate and understand what are the real drivers for a client or client organisation is highly valued. Being able to get repeat business and more of it is more than lots of arm-waving, but rather a deeper understanding of your customer's needs and wants. Lumina Sales will put you into this mental framework.

Lumina Learning

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How will this help improve sales in my organisation?

- By improving your ability to 'speed read' people you will be better prepared to suit your communications, presentations, pitches and proposals to the client's requirements.
- Lumina Sales is a dedicated sales model combined with psychological insights and demonstrates how you can have a unified approach to sales.
- Salespeople will know they have support from their managers for the diversity of their personal approaches in the sales process.
- Sales managers will know that they will be able to motivate their sales people and keep them focused.

How is this different to other products in the market?

- Unlike other sales-dedicated products on the market Lumina Sales illustrates the value of every type of person/personality within the sales community and we encourage diversity.
- Certain sales models encourage their users to manipulate and influence their clients to come around to their way of thinking through subtle suggestion and misinformation. At Lumina we value integrity.
- Lumina Sales encourages its learners to build relationships with their clients to encourage trust and development opportunities through future projects and shows you how to do so through practical workshops. We know the long term is the only one that counts.
- Brands live and die by every point of customer engagement; Lumina Sales teaches you how to build meaningful relationships of shared value.



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