

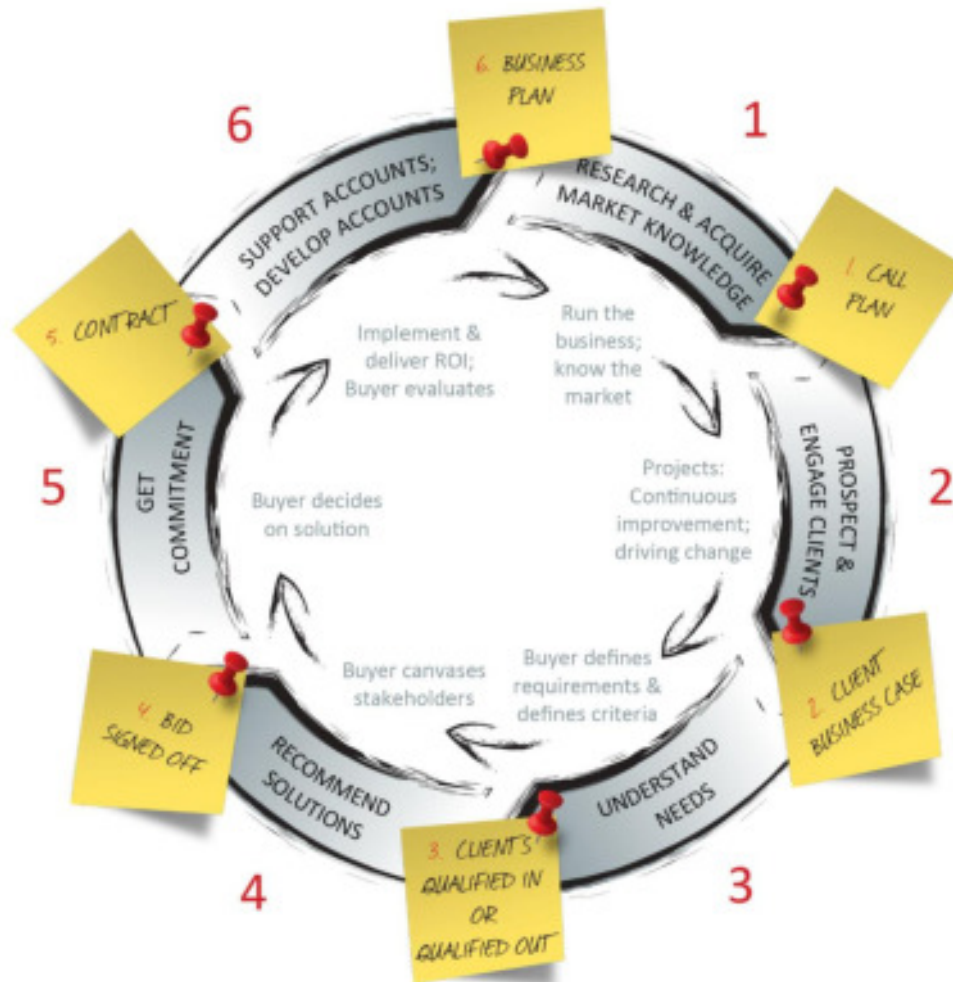
prospect  
engage  
commit  
develop

Lumina Sales



# The Baseline Sales Process?

Lumina Sales focuses on key areas of sales. It highlights and develops the qualities needed to be successful in these key areas



# What is Lumina Sales?

Sales is the **heartbeat** of any business. It may be direct or indirect, consultative or technical, external or internal, **but understanding** people and being able to **influence** them is a **crucial skill** in business and in the everyday.

At the core of **Lumina Sales** is a dedicated model combined with **psychological insights** that demonstrate how you can have a unified approach to sales you can use to understand and improve your sales technique

# What makes Lumina Sales different?

- Lumina Sales illustrates the value of every personality within the sales community:
  - We encourage **diversity**
  - We value **integrity**
  - We know the **long term** is the only one that counts so we encourage you to build relationships with your clients to create a bond which will benefit you both in the future. This is done through fun, practical workshops
- Brands live and die by every point of **customer engagement**; Lumina Sales teaches you how to build meaningful relationships of shared value

# Objectives

- Build your sales capability through identification of your **natural strengths** in the use of identified Sales Qualities and behaviours
- Recognize your opportunities for development to further your sales **effectiveness**
- Understand your sales style and how to use this in a way that is beneficial to your engagement with different clients
- Learn strategies to immediately **connect and build rapport** with potential clients
- Explore how your **personal qualities** support your effectiveness at each step through the sales cycle



### Research & Acquire Market Knowledge



### Prospect & Engage Clients



### Understand Needs



### Recommend Solutions



### Get Commitment



### Support Accounts; Develop Accounts



### Research & Acquire Market Knowledge

#### Effective Qualities

Think outside the box

Competitor Savvy

Gather Data

Emergent Research



#### Overextended Qualities

Ungrounded research

'I know best' research

Analysis paralysis

Unbounded inquiry

### Prospect and Engage Clients

#### Effective Qualities

Proactive Networking

Purposeful Argumentation

Methodical Prospecting

Engage with Empathy



#### Overextended Qualities

Random Networking

Pushy & Blunt

Process Driven

Gives too much

### Understand Needs

#### Effective Qualities

Stimulating Ideas

Voice of Reason

Discerning Assessment

Reflective Understanding



#### Overextended Qualities

Creative Overload

Critical

Aloof

Passive

### Recommend Solutions

#### Effective Qualities

Enthusing

Convincing

Detailed Proposal

Co-creating



#### Overextended Qualities

Overwhelming

Pressuring

Lost in the detail

People Pleasing

### Get Commitment

#### Effective Qualities

Intuitive Close

Decisive Close

Due Diligence

Collaborative Close



#### Overextended Qualities

Chaotic Close

Forced Close

Tentative Close

Conceding Close

### Support Accounts; Develop Accounts

#### Effective Qualities

Galvanise Relationships

Drive to Deliver

Rigorous Execution

Accommodating Service



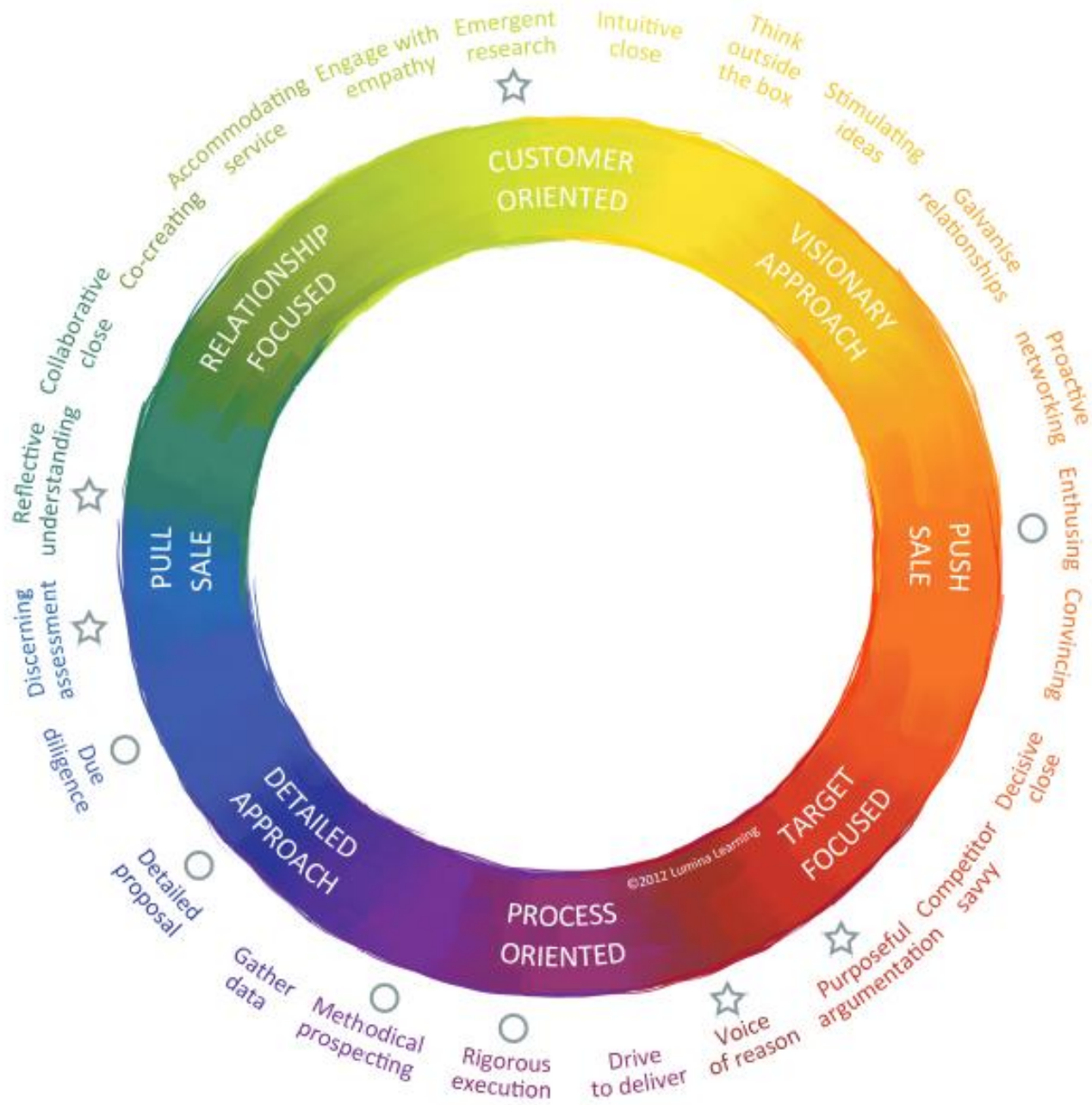
#### Overextended Qualities

Erratic follow-through

Impersonal follow-through

Bureaucratic follow-through

Acquiescing follow-through





Thanks

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