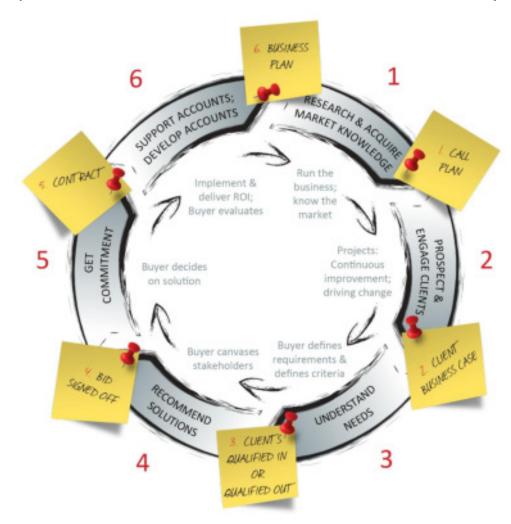
prospect engage commit develop

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 **Ong 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 CUSTOMET
 - 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

Know the Market; Know the Competition

Identify Key Clients

Develop Entry Strategy

Build Call Plan



Prospect & Engage Clients

Access & Engage Stakeholders

Create Value Hypotheses Purposeful Argumentation to Shape Business Case

Dialogue with Clients on the Business Case



Understand Needs

Qualify Client In; Qualify Client Out Understand Client Decision Process & Buying Criteria Go? No Go? Assess Probablity of Making the Sale Internally -Secure Funding to Design a Solution



Recommend Solutions

Co-Create a Client-Centered Solution -Define Deal "Know thy self, Know thy enemy" Dispatch Competitors

Presentation of Proposal to Client

Internally -Secure Funding to Make a Bid



Get Commitment

Document "Best & Final Offer" Final Presentation of Proposal to Client

Negotiate with Client Due Diligence & Signing Client Contract



Support Accounts; Develop Accounts

Shift from Winning Sale to Service Delivery New Order Process & Sales Tracking Create Account Business Plan & Supporting Processes

Seek Additional Sales Opportunities



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

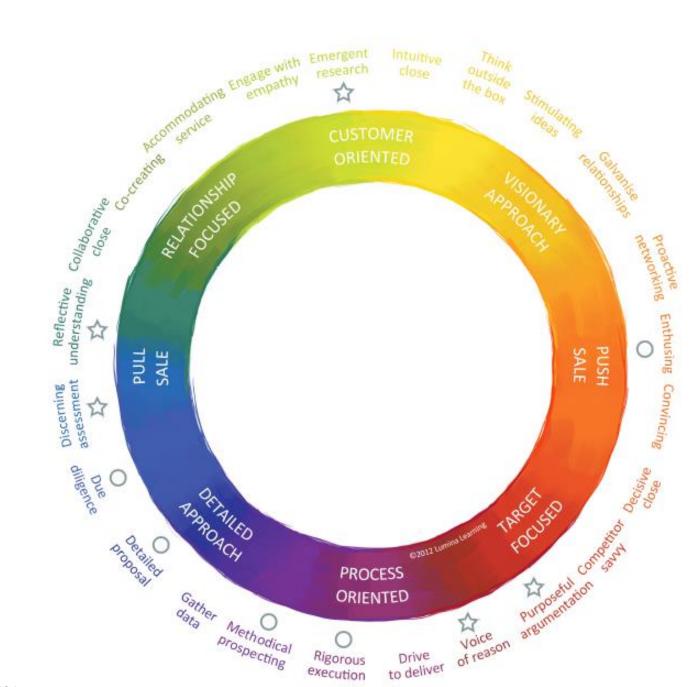
Support Accounts; Develop Accounts

Effective Qualities
Galvanise Relationships
Drive to Deliver
Rigorous Execution
Accommodating Service



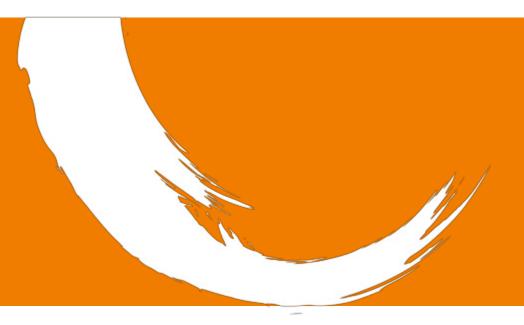
Overextended Qualities Erratic follow-through Impersonal follow-through Bureaucratic follow-through Acquiescing follow-through







Thanks
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sparkemotionsalesleaderculturetalent

