

prospect  
engage  
commit  
develop



## the big idea

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.

If you're doing new business, you'll be looking for ways in which you could create a rapport quickly and understand your client needs. If you're in Sales Management then you'll be better equipped to motivate your staff to work toward a common vision.

You'll also be able to make the best use of the array of talents that your sales team possess. You can take their different approaches and show them how to collaborate - Lumina Sales will show you how.

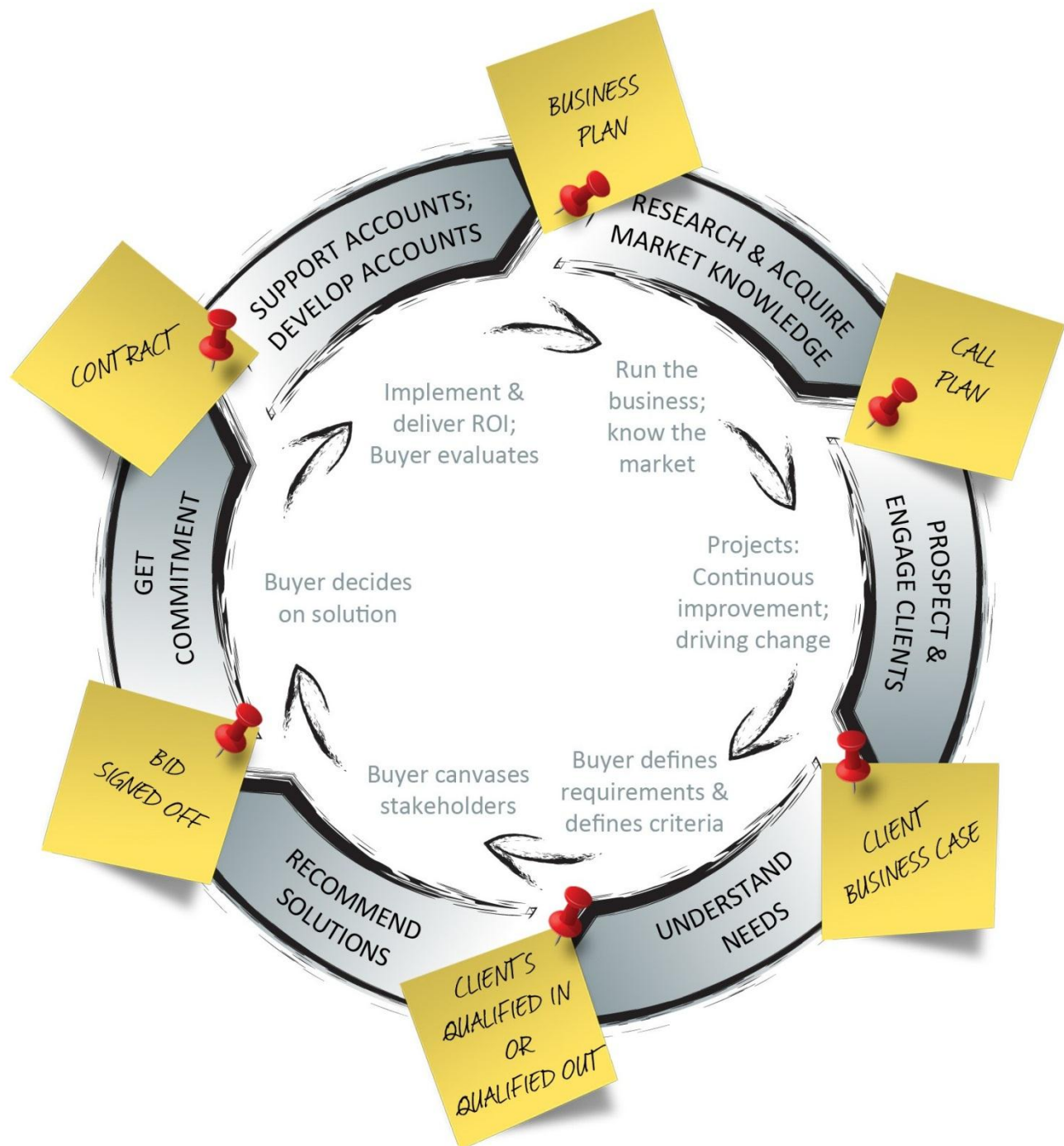
## introducing lumina sales

“ Learning  
is the beginning  
of wealth  
- Jim Rohn

### 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.



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

## how it works

- Researching and acquiring market knowledge
- Prospecting and engaging clients
- Understanding client needs
- Recommending solutions
- Getting commitment
- Supporting and developing accounts

## what i get

### What does it do?

Lumina Sales gives you an insight into your 24 sales qualities which help you understand your sales style and improve understanding between you and your clients. It does this by:

- Giving you methods to build relationships and work with your partners and clients to gain better quality sales
- Helping you to improve your negotiation skills

### How will it help me?

Lumina Sales helps you expand your knowledge in Sales. It teaches you how to apply this knowledge to real life situations.

- You will know how to effectively research and acquire market knowledge. This will save you and your organisation time and money
- You will be able to immediately establish a strong rapport with potential clients. You will understand their preferences and communication style, this will increase your chances of a successful sale and set a positive platform for future interactions
- If you're a Sales Person, you will know you have the support from your managers for your own personal approach to the sales process
- If you're a Sales Manager, you will know that you will be able to motivate your sales people and keep them focused

## the value

### 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

## the difference



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