



Lumina Sales scientifically enables you to develop your people and to grow your revenue by sharing how behavioural traits and personality show up in a sales situation. It changes the focus from return on investment to return on relationship.



- 1.** Stay in alignment with clients' needs and remove ego from the sales process
- 2.** Create self-awareness about how personality influences sales outcomes
- 3.** Build relationships which continue to strengthen after the contract is signed
- 4.** Give Sales Leaders the framework they need to inspire and enable performance development

What is it for?

Whether you're a front-line sales manager or a sales director with a large team, Lumina Sales will have applications for you.

The Lumina Sales Portrait assesses how an individual's personal qualities will affect the way they are likely to perform at each stage of the sales cycle. It answers the question, "Where am I in my selling process and where is my client in their buying process?"

Lumina Sales gives professionals the skills to approach a negotiation naturally by being supportive of the people, while being tough on the problem. It shows them how to be the difference which makes the difference in the sales process.

Lumina Sales helps sales professionals continuously evaluate and improve their performance. It shows them how to adjust their approach and stay in respectful alignment with the client and their priorities. Sales Leaders now have a common language with which to coach and develop their teams.

What problems does it solve?

Lumina Sales gives professionals self-awareness. What are my preferences? Where are my bright spots and blind spots? What do I overdo and what do I not do enough of? It helps to ensure that the best day they have in sales is the one that's still ahead of them.

- 1.** Create self-awareness about how your personality influences your sales outcomes
- 2.** Gain a deeper understanding of how to meet the client's business goals challenges and needs
- 3.** Create a common language to enable Sales Leaders to become active team coaches
- 4.** Approach sales negotiations naturally, collaboratively, and with confidence



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