



Qualification Factsheet

The Lumina Community

The Lumina community of Practitioners are experts in their field. Joining this community will provide you with the support needed to design and deliver stunning, customised interventions, using the world class four colour Lumina Portraits and an environment where core knowledge is accessible at the click of a button. This is a very effective group of professionals who can design large scale, themed, learning interventions for your clients for both face-to-face and virtual delivery.

Qualification Overview

As a Practitioner, the Lumina Sales Qualification puts the full range of Lumina's inspirational and practical resources into your hands. This includes a portfolio of integrated Lumina Portraits for different application areas, supported by workbooks, job aids, PowerPoint presentations and e-learning as resources. Together, they collectively form Lumina's carefully distilled knowledge of industry best practice.

Combining this best practice with your knowledge of your clients' unique requirements results in learning design executed with a humanistic slant. Our Lumina Sales Qualification is available in a blended format ranging from fully virtual to fully face-to-face and everything in between. We ensure the learning journey allows ample opportunity for practical experience, so that at the end of the qualification the Practitioner is 'airborne' and ready to put their new found resources into action.

Qualification Questions

- Q** "How do I become a Lumina Practitioner - qualified in state of the art learning and assessment resources?"
- Q** "How do I become licensed to design and deliver Lumina programmes, using the full range of Portraits, PPTs, workbooks and electronic resources?"
- Q** "How can I profitably roll out Lumina programmes across my client organisation?"



Example of a Lumina Sales Blended Virtual Qualification

Lumina Learning Experience Platform  6 - 8 hours total

Self Paced Social Online Learning



Online Part 1

Introduction to Lumina Sales

Lumina Sales Mandala

6 stage Sales Model



Online Part 2

Your Sales Portrait

Theory and Validity

Building Rapport and Speed Reading

Understanding your Overextended Persona

Additional Resources and Materials



Lumina Sales
Practice Debriefs

2 Sessions

 2 hours



Virtual Classrooms  3.5 hours each

Facilitated Group Lessons and Exercises



Virtual Classroom 1

Card Exercise

Peer discussion

Shopping for Expertise

Building Rapport



Virtual Classroom 2

Peer Coaching

Journey to Composure

The Buyers Cycle

Applying Lumina Sales

Indicator of Readiness



The Lumina Sales Qualification is available in a variety of different blended formats

Qualification Objectives

By the end of this Qualification all Practitioners will:

Experience a transformational Lumina Sales workshop

Understand the theory and validity of the Lumina Sales framework

Grow your professional capability and confidence

Build an action plan for practical implementation



luminalearning.com