

HBA Sales Guide - the value selling process

Last Modified on 10/20/2022 11:50 am EDT

When engaging new prospects, always like to start off by understanding their company, their needs, and their initiatives. Every company is different or at a different starting point on their journey. Understanding what is important to them is key in determining how the HBA can help assist them on that journey. Not all programs or services the HBA has to offer will be relevant, so understanding their needs is critical in determining how HBA can assist and how the HBA can bring true value to their organization.

This sales guide will assist you in knowing and selling HBA's value to companies: [HBA Sales Guide_Final.pdf](#) 
