

Step 2: Intro Discussions

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Once an HBA Corporate Partner has shared verbal intent to launch a program, they may request an Intro Discussion to understand the needs and process. The needs here may vary from company to company, but may require sharing high level information about the program (see: [GAP Teaser Deck with Quick Start Guide](#)), ensuring you cover about upcoming timelines (i.e. launch windows and deadlines), and even walking them through the [Activation Toolkit](#) so they understand what the needs are to get started.

During these conversations, you should be establishing that you will be their main point of contact long term for GAP across the company's programs. Also, you should be looking to identify any business development opportunities to expand company engagement or additional purchasing needs they would benefit from (such as Master Classes or Coaching from the [Ambassador Learning Center](#), bulk memberships, etc).

Once the company has officially submitted their Activation Form, this indicates their intent to launch, and we move into the Support Launch Needs phase.
