

# HBA Sales Guide - the value selling process

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When engaging new prospects, we start by understanding their business, priorities, and where they are on their journey. Every organization is at a different stage, so taking the time to identify what matters most to them is essential. This allows us to focus on the areas where HBA can have the greatest impact. Not every program or service will be relevant, so aligning our approach to their specific needs ensures we deliver meaningful, targeted value.

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

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