

Step 1: Qualify

Last Modified on 05/27/2026 2:55 pm EDT

When an HBA Corporate Partner is eligible for a program, or when an existing Ambassador Program has expressed potential interest in launching additional program(s), it is important that the PEM, it is important to **Qualify** the customer.

For a PEM, this essentially means evaluating a potential customer to determine if they are likely to increase their program engagement by activating additional programs available in their partnership OR purchasing additional programs ([purchases can be made here](#)).

This is an important part of the business development process with the company to explore and expand their engagement not only with the program, but with the HBA. It is an opportunity to build the relationship with key contacts at the organization and explore the strategic possibilities the program can have on their organization.

If one of your assigned companies needs to be qualified: Conduct a discovery call: learn more about their needs and goals, share high level information about the program (see: [GAP Getting Started Resource Kit](#)), ensuring you understand their current level of engagement (i.e. how many programs are currently running, how many are they eligible for in their CP package (see [HBA Corporate Partner Information Module](#)), and their budget/purchasing authority. Ensure you are clear about upcoming timelines (i.e. launch windows and deadlines)

The HBA's ultimate goal is to support all eligible HBA Corporate Partners in launching an Ambassador Program, and increasing engagement with existing companies wherever possible!
