

Touch 10,000 Tips & Tricks
What to Say to NBAs
Advice from Ambassador Alan Fowler

1. Familiarize oneself with the range of [ABA products and services](#).
2. When speaking with the NBA, get to know him/ her a little bit, and then direct him/her to two or three products or services that would help that particular NBA in his/her practice.
3. Be familiar with our [meeting schedule](#), and indicate if a future meeting is close to the NBA's home.
4. Be familiar with the [District Representatives](#), and advise that NBA that there is another person who can serve as a resource.
5. Ask the NBA what (s)he is hoping to get out of the ABA, and direct the NBA to our products and services accordingly. If the NBA doesn't know, give him/ her some ideas.

At the end of the day, if we're not helping make NBAs successful attorneys, we're going to lose them. So, we need to direct them early and often to what we have to offer, such as the [101/201 Practice Series](#).