

HGACBuy Supplier Quick Reference Guide

Your HGACBuy Contract = A Competitive Advantage

As an awarded supplier, you have a unique opportunity to offer your customers a faster, easier, and more cost-effective way to buy from you. When customers purchase through your HGACBuy contract, it can help you:

- Shorten your sales cycle — skip the lengthy bid process.
- Increase your reach — connect with thousands of eligible members nationwide.
- Strengthen relationships — position yourself as a problem-solver, not just a supplier.
- Stand out from competitors — promote your HGACBuy award as a mark of quality and compliance.

This guide outlines optional strategies and available tools to help you make the most of this advantage.



1. Overview “Spiel”

Use this when introducing HGACBuy to a customer:

“HGACBuy is a nationwide cooperative purchasing program for local governments and qualifying non-profits. Members can save time and money by purchasing through competitively solicited contracts. Membership is free and easy, eligible entities simply sign an Interlocal Contract and can purchase directly through HGACBuy without a separate bid.”

This tells customers you can help them buy more efficiently while staying compliant.

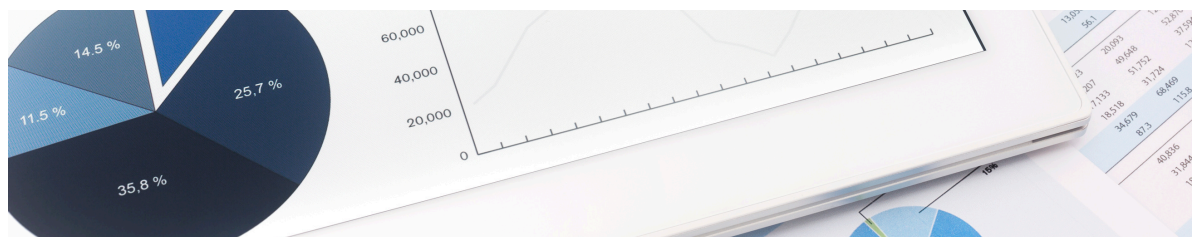
2. Why This Helps You

- Less paperwork, more selling – Contracts are already competitively awarded.
- Leads to faster decisions – Members can purchase right away.
- Builds trust – Shows you’ve met rigorous competitive standards.
- Expands your customer base – Access both existing members and new ones.

3. Ways To Market Your HGACBuy Contract

Pick the approaches that fit your sales strategy:

- Mention HGACBuy in sales meetings and proposals.
- Add HGACBuy details (logo, contract number) to brochures, emails, and presentations (with HGACBuy approval).
- Leverage your HGACBuy Supplier One-Pager provided during Supplier Onboarding.
- Feature HGACBuy on your website and in social media posts.
- Include HGACBuy information in newsletters to your public sector customers.



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4. Helping Customers Become Members

Helping a customer join HGACBuy can directly lead to a sale:

- Let them know membership is free & simple.
- Point them to the online “Join Form” on the HGACBuy website.
- Share HGACBuy contact information if they need assistance.

Tools to Make It Easy

HGACBuy provides co-branding and ready-to-use resources (with review/approval) so you don't have to start from scratch:

- Rack cards & flyers
- Social media templates
- Email signature banners
- PowerPoint slides
- Press release templates
- Article submissions



5. Branding Guidelines

To protect the integrity of your contract and the HGACBuy brand:

- Use only the official HGACBuy logo and approved program description.
- Do not alter branding colors, fonts, or wording.
- All materials must be submitted for HGACBuy review/approval before use.

Access the full branding guideline on our [website](#).

Tip: Promoting your HGACBuy contract isn't just about marketing — it's about making it easier for customers to say “yes” to working with you.

Need Help or Marketing Support?

If you need assistance promoting your HGACBuy contract, creating customized marketing materials, or learning how to leverage available tools, we're here to help.

We can assist with:

- Providing HGACBuy logos and branding guidelines
- Supplying digital and print-ready materials
- Advising on marketing strategies and outreach best practices
- Coordinating co-branded campaigns for events or targeted audiences

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