

PROSPECTING CLUB

YOU DON'T NEED MORE LEADS. YOU NEED MORE CONVERSATIONS.

The Prospecting Club Field Guide. Six modules to build a prospecting rhythm you can execute, measure and improve.

01

Establish your standard

02

Know your numbers

03

Build your rhythm

04

Create conversations

05

Handle the conversation

06

Measure & improve

Training led by Johnny Suppa · Developed by Johnny Suppa & Danny Cardoso
A BrokerBoost Academy program

EXECUTION OVER INTENTION.

Success in this business rarely comes from lack of knowledge. It comes from lack of consistent execution. Progress is measured through actions completed, not ideas discussed.

MODULE	WHAT YOU BUILD
01 • Establish your standard	Professional credibility, ownership and preparation.
02 • Know your numbers	Baseline, goals, activity targets and reverse-engineering.
03 • Build your rhythm	Protected time, daily activity and consistency.
04 • Create conversations	Channels, outreach and conversation creation.
05 • Handle the conversation	Discovery, the application, documents, objections and the next step.
06 • Measure & improve	Pipeline control, scoreboards and the next 90 days.
THE DAILY OUTREACH STANDARD	10 outbound calls • 10 personalized emails • 10 SMS messages To past clients or referral partners. These activities keep you connected to your network and create ongoing opportunities for conversation.
THE STANDARD	• 100% responsibility. Everything in your business is your responsibility: results, gaps, outcomes, effort. No exceptions. • Zero victim mentality. We do not focus on why something cannot be done. We focus on what can be done with the resources available today. • Beginner's mindset. Let go of "This does not apply to me", "My situation is different" and "I already know this". Progress begins when you listen and apply. • Complete all required actions. Momentum comes from finishing the work. Execution is the standard. • Take detailed notes. Notes create clarity. Clarity creates execution. Execution creates results.
THE RULES THAT RUN THROUGH EVERY MODULE	• Only say what's true for you. If you don't do it yet, don't claim it. • No rate promises and no approval promises before a file is reviewed. • Respect consent: stop when someone asks, and never share a client's details without permission.