

REFERRAL PARTNER ATTRACTION PROGRAM

THE RAP FIELD GUIDE.

Four stages from a first message to a referral partner who has agreed to your Partner Standard, with your What's Next meeting booked.

01

Booking Conversation

02

Discovery Meeting

03

Show & Tell

04

What's Next

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

FOUR STAGES. ONE PARTNER AT A TIME.

Each stage has one job. Do that job, book the next step before you leave, and move on.

STAGE	ONE JOB	YOU LEAVE WITH
01 • Booking Conversation	Create a reason to meet that has nothing to do with you needing business.	A Discovery Meeting in both calendars
02 • Discovery Meeting	Find the gap they can feel. Don't pitch. Don't solve. Just expose.	Discovery Notes in their words. Show & Tell booked.
03 • Show & Tell	Show exactly how you close the gaps they told you about. Prescription only. No features.	A yes on each gap
04 • What's Next	Move the relationship forward with confidence. Not a pitch. Not a prayer. A decision.	Partner Standard agreed. What's Next booked.
WHAT COUNTS AS A PARTNER	A partner counts when they've agreed to your Partner Standard (signed or by text) and your What's Next meeting is booked. A coffee alone doesn't count. Seven is the goal, not a guarantee.	
YOUR PARTNER PIPELINE	Dream 20 › Opener sent › Replied › Meeting booked › Discovery done › Show & Tell done › Partner (pilot) › First referral › Active partner	
START HERE	Build your Dream 20 first (template A). Every stage starts from that list.	
THE RULES THAT RUN THROUGH EVERY STAGE	• Two time options. Never “When are you free?” • Ask, then stop. The silence does the work. • Their words and their numbers. Never yours. • No rates, no approval promises, no referral fees or anything of value for referrals, either way. • Leave every conversation with a date, not “I'll follow up.”	