

# The ValueBuilder System™

## RocketLaunch

RocketLaunch is a comprehensive eight-week program designed to refine sales skills, enhance business practices, and support participants in effectively using the Value Builder System™. The course aims to teach participants how to sell the Value Builder Engagement, with the goal of learning from the top sales advisor and boosting both client acquisition and retention. Through a mix of theory, real-world examples, and peer sharing, the program addresses vital sales and business strategies such as time management, developing a Unique Selling Proposition (USP), leveraging partnerships, and establishing efficient systems for tracking progress.

Throughout this course, John will guide your learning through the following topic areas:

- The Plan and Designing your KPIs
- Time Management Plan
- Strategic Alliances
- Sales Made Simple
- Positioning Statements and Sales Scripts
- DiSC
- AIDA and Your Website
- Success Mindset



## About the Coach

**JOHN NIEUWENBURG,**  
FOUNDER W5 COACHING

John has been a professional business coach since 2004 and earned his Certified Value Builder™ designation in 2015. An award-winning coach, he has worked with nearly 400 clients, helping them step into the role of CEO of their business by providing the tools, structure, and guidance they need to feel organized, confident, and in control. Through his coaching, many clients have doubled, tripled, or even 10xed their businesses. Before coaching, John began his career at Tip Top Tailors, where he worked his way up from the store floor to the executive suite, receiving high-quality leadership training that still informs his coaching today.

## Course Details

**8 weeks**

**\$1,995 USD**

Limited Space available  
Contact your Customer Success Manager  
to save your seat or go to [valuebuilder.com/training](https://valuebuilder.com/training)  
to submit your training request directly.

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