

**VALUE BUILDER STORY:****This Business Coach Accelerated His Sales & Marketing Funnel with The Value Builder System™****BACKGROUND**

For the last 15 years, Peter Bookah has served as the Global Trainer & MasterCOACH Director at ActionCOACH. Previously, he worked in various corporate roles at McDonald's. He came across business coaching when looking for his next corporate job and has since stuck with it. As a trusted business coach, Bookah's style is to be personal and bespoke to the needs of each client. He focuses on empathy and a no-nonsense approach to provide real value and satisfaction to every client.

**BUSINESS CHALLENGES**

Reflecting on his practice, Bookah said, ***"When I look at my work, it's to help scale businesses up and build them to sell. I had the experience, but I didn't have a system in place to take them on the journey of building value."*** He noticed that most entrepreneurs are concerned about top-line revenue growth, often neglecting value building. He needed a platform that helped business owners recognize the importance of building value.

In addition, Bookah was looking for tools to identify business value effectively. In his experience, assessing value often included the help of an accountant, which he wanted to avoid.

**ADVISOR: PETER BOOKAH****Type of Advisor:**

Global Trainer &  
MasterCOACH Director

**Number of Years Established: 15**

**RESULTS**

Fully integrated into social media marketing strategy



Leverages the Value Builder Questionnaire to effectively benchmark business owners

**KEYWORDS**

Building Credibility, Becoming the Trusted Advisor

**MONETIZING VALUE BUILDER VIA**  
Qualifying and Engagement

## WHY THE VALUE BUILDER SYSTEM™

Bookkah recalled seeing The Value Builder System™ at past conferences. As a member of ActionCOACH UK, he came across its integration with The Value Builder System™ and began exploring how it could help his practice.

When looking at the various tools available, Bookkah identified the Value Builder Questionnaire as a critical component. This 13-minute questionnaire helps business owners assess the current value of their business based on key metrics important to an acquirer. It is accompanied by an auto-generated report that summarizes the results. Without the need for a third party, Bookkah found an accurate tool for assessing value.

Describing its impact, Bookkah said, ***“It gives business owners a starting point and an idea of where they are. It shows the good, the bad, and the ugly.”*** For Bookkah, the questionnaire serves a few critical functions: unearthing a business’s realities and providing the foundation of a meaningful conversation.

Recalling an effective tactic he uses, Bookkah said, ***“I ask owners, does the report’s findings reflect what you were trying to build when you first started? Often owners start their business full of energy, and somewhere down the line, they lose their way. They become a servant to their business and get stuck in a perpetual cycle of execution.”*** Bookkah uses the Value Builder Report as the linchpin for a first discussion while providing business owners a holistic view of their company. This will often spark conversations around a long-term strategy. ***“Value Builder comes in when you’re moving away from pain and you move towards the vision,”*** Bookkah said.

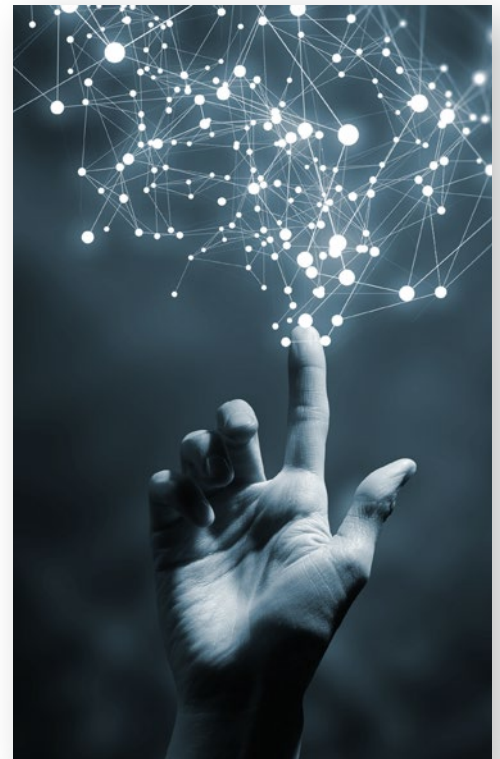
In addition to being an effective conversation starter, Bookkah uses the questionnaire in his sales funnel. Explaining this, he said, ***“Many business owners will do the Value Builder Questionnaire but are not ready for coaching yet. But I know they will be.”***

For those not yet ready for coaching, Bookkah keeps in touch in various ways. He enters them into Nurture Cycle, an automated drip marketing tool provided to subscribers of The Value Builder System™. In doing so, he can remain top of mind, leveraging responsive, out-of-the-box marketing content—without doing any of the work. In addition, he has developed an effective communication cadence on LinkedIn and sends monthly newsletters, podcast episodes, and webinar invitations. These activities help keep prospects warm, many of whom will reach out when they are ready to talk.

## RESULTS

With The Value Builder System™, Bookkah has found a platform that aligns with his coaching style and reflects his overarching message: the importance of building valuable companies. He uses the Value Builder Questionnaire for two purposes: to attract business owners to his practice and to benchmark where they stand.

Bookkah also leverages Nurture Cycle. With this tool, he can quickly identify the hand-raisers and keep prospects warm until they reach out. Most of all, Bookkah has found a way to seamlessly integrate elements of The Value Builder System™ into his existing proven-and-effective sales process. With a new tool in his arsenal, Bookkah has strengthened his practice while continuing to make an immense impact on the business owner community.



**Value Builder comes in when you’re moving away from pain and you move towards the vision.**