Ashley Maile

£500,000 a year from 14 clients. Never lost one

Ashley Maile ran PEME Engineering as managing director and sold the business. Inside the new private-equity structure he felt stuck and unfulfilled, and he wasn't sure his experience would translate into helping other owners. It did.

35 days
to £10,000 of coaching sales

6 months
to match his managing director salary

£500,000
a year, from 14 clients, none lost



Before	Managing director of PEME Engineering, which he sold

If you're asking

"I've sold my business. Would anyone pay me to advise them, and would they stay?"

This is Ashley's answer.

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01 Before

Selling the company should have felt like the finish line. Instead Ashley found himself inside a private-equity structure that didn't need what he was best at. He knew how to run an engineering business. What he didn't have was a framework for bringing that experience to another owner's business and adding value from the first meeting.

"I was concerned that I wouldn't be in a position to go into a company and add value," he says.

> "I currently work with 14 clients, and to date I've never lost a client."
>
> Ashley Maile

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02 The build

The Profit System gave him the structure: a way to diagnose a business, set the priorities, and run a monthly rhythm with the owner. He built his own version of it around his engineering background.

Thirty-five days in, he had £10,000 of coaching sales. At three months his fees were running at £136,000 a year. Within six months he was earning what he had earned as a managing director.

03 Now

Today Ashley works with 14 clients and is "knocking on the door of half a million pounds a year". He has never lost a client. One begged him not to drop him.

How he keeps them is its own story: what he works on with an owner, who he works with, how often, and when. He explains it all on Working with clients.

In their own words

As it happened



£500,000 a year from 14 clients, and never lost a single one

Watch · 1 min



£10,000 in coaching sales in just 35 days

Watch · 1 min



Matched my MD salary in 6 months

Watch · 12 sec



How I learned to win and keep high-value clients

Watch · 34 sec

BusinessCoach Academy

What Ashley would tell you

“It gives you a level of clarity on how to apply your knowledge. Pam and Zander are relentless in making sure you progress and get the results.”

Ashley Maile

See if it’s a fit

A 15-minute call with Pam, our co-founder.

businesscoachacademy.com/bookacall

Read it online, with the videos

Ashley Maile’s full story.

businesscoachacademy.com/case-studies/ashley-maile

Results vary with experience, market and effort. Figures are in the member’s own words.