



Eco Drilling Services Ltd, was a start-up company when I joined it in January 2008 as Sales and Marketing Director. A local 'friend-of-a-friend' was setting up the drilling company having spent many years working in the Russian oil fields and whilst he had the financial backing and an order placed for his first drill rig, he was unsure as to how he was actually going to drum up any work for the new outfit. Having left Bee Bee Developments in the previous December, I had some time on my hands and agreed to 'help out' for a few months.

Having put some literature, business cards and basic knowledge together, I then attended the Eco Build show at London's Olympia, met with all of the major ground source heat pump companies active in the UK, and arranged both to visit them at their offices after the show, and to provide quotations for carrying out their drilling work for 'current enquiries'.



The USP I chose and deployed in what was then something of a fledgling industry, operating in the 'Green Technology' sector, was that EDS was bringing a professional approach to the provision of drilling services – notoriously (as I had discovered) an industry with its roots in the 'wild west' rather than the professional, customer-orientated, service-driven mould that was now required as these major organisations started to target this major growth sector.



So, in addition to a professional approach to meeting and dealing with these potential customers, providing proper (rather than 'back of a fag packet') quotations, having proper health and safety policies and accreditation, clean equipment with good signage and uniformed operators, I was also able to talk to our customers' customer about the science behind the technology, providing reassurance and knowledge which helped to secure a number of contracts.



This knowledge, going the extra mile, also allowed EDS to win its own contracts direct with a number of (mainly domestic) customers and thereby provide additional business to our major customers – providers of the heat pumps we were installing ourselves.

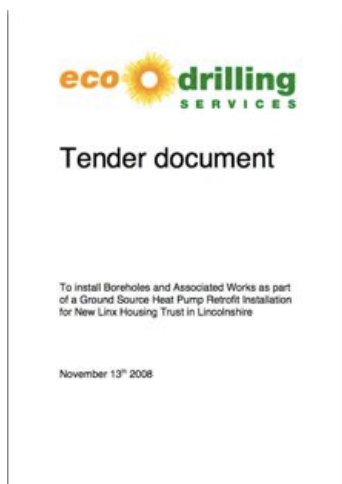


By July we had three drill rigs working almost 24 hours a day, 7 days a week and an order placed for another machine, and I had secured major contracts not only from heat pump manufacturers/suppliers, but also major building contractors, commercial architects working on major contracts in London and on Guernsey, and had achieved preferred supplier status from 6 out of 7 major energy companies in the UK.



Le Friquet Garden Centre on Guernsey, where we had two drill rigs working 24/7 for 4 months drilling 140 110m boreholes for ground a source heating system for a major new Garden Centre project for Blue Diamond.

In September, with 4 rigs now operational, I produced a proposal for the New Linx Housing Trust in North Lincolnshire for the provision of multiple bore-holes as part of that authorities' initiative to combat fuel poverty for its many elderly social housing tenants.



We were informed that we had won the contract – worth upwards of £2million – on the way back from hand-delivering the tender document in Louth, Lincolnshire, having met their requirements for H&S, customer references, work methodology, equipment accreditation and price (although we did not provide the lowest bid).