

PasswordMarketing



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.

eco drilling SERVICES

quality and professionalism that goes deeper

successful solutions, successful completions

health & safety and waste management

Eco Drilling Services is a new venture company which has been established to provide the highest possible quality of drilling services to UK customers by combining the best quality of equipment and accessories with the best operators in the business.

The company offers a fleet of Dando Mtec 6 drill rigs - the very latest word in compact, versatile and safety orientated rigs designed with the growing ground source heat pump (GSHP) industry in mind.

The Mtec 6 also caters for a wide-range of other drilling requirements and our experts can advise on every aspect of your drilling needs.

From initial inquiry to on-site survey, geological evaluation to the hand-over of a complete, clean, tidy, working borehole, Eco Drilling Services looks after its customers every step of the way.

With 25 year's experience of drilling in the Oil & Gas sector around the globe, Eco Drilling Services brings vast experience and expertise to ensure that both the system supplier and the end user gets exactly what they are looking for, without fuss or mess, panic or surprise.

In an emerging industry (GSHP), we believe it is crucial that every aspect of the installation needs to be accurate and professional if the public are to be reassured that this is a viable and reliable option for them. Only by offering this level of service will we, between us, establish a growing reputation for quality and reliability - critical to a new industry which will, we believe, allow great strides to be taken in the UK's drive to reduce carbon emissions to 60% of 1990 levels by 2050 (Central Government target in response to the Stern Report).

Quality and professionalism that goes deeper

www.eco-drilling-services.co.uk telephone: 01858 565 123

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'.

BAXI

calorex

Dimplex

kensaheatpumps

WORCESTER
Bosch Group

cool planet
Part of **British Gas**

G **geothermal international**

NIBE

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.



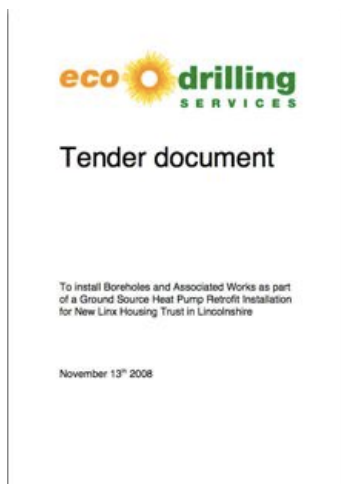
This knowledge, going the extra mile, also allowed EDS to win its own contracts direct with a number of (mainly domestic) customers and thereby provide additional business to our major customers – providers of the heat pumps we were installing ourselves.

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).