

Wireline Engineering Ltd  
Blackburn Business Park  
Blackburn, Aberdeen  
AB21 OPS, United Kingdom

T +44 1224 798000  
F +44 1224 791410  
E info@wireline-engineering.com  
www.wireline-engineering.com



**WIRELIN**  
ENGINEERING

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To whom it may concern...

Wireline Engineering Ltd designs, manufactures and supplies innovative products to the worldwide upstream oil & gas industry from its headquarters in Scotland. We sell and rent our specialist technologies in 60 countries across 6 continents and rely greatly on the effectiveness of a dispersed sales team to maintain and grow our market position.

In early 2014 we engaged the services of The Whole Thing (TWT) to provide training and coaching services to our sales teams based in Europe and SE Asia. Our principal aim was to achieve greater commercial awareness and selling competence in a largely technical sector.

At the same time, we also commissioned TWT to provide independent one-to-one leadership coaching to selected senior sales managers.

We have been delighted with the results, both from collective training sessions and in terms of the positive behavioural development of senior managers. Throughout the period, TWT has at all times fostered a supportive, professional and attentive relationship and has made great efforts to understand the needs of our business.

I would have no hesitation recommending TWT as a beneficial business partner for any company wishing to improve the performance of its sales organisation.

William Petrie  
Chairman, Wireline Engineering Ltd