

Business Development Executive / Customer Service Apprentice (Junior / Apprenticeship)

Company: Coinadrink Ltd

Location: Units 10 & 11 Maple Lead Industrial Estate, Bloxwich Lane, Walsall, WS2 8TF

Employment Type: Full-time / Apprenticeship – In-Person

Working Hours: Monday – Friday – 35hrs a week (3pm finish on Friday's)

Salary: £13.45 per hour

Industry: Vending, Coffee & Workplace Refreshment Solutions

About Coinadrink Ltd

Coinadrink Ltd is one of the UK's most respected and long-established providers of vending machines, coffee solutions, water dispensers, and workplace refreshments. For over 60 years, we've built a reputation for exceptional service, innovative technology, and a customer-first culture.

Our clients rely on us to enhance their workplace experience, from premium coffee solutions to fully managed vending services that keep their teams refreshed and productive. We are proud of our heritage, but equally driven by modern innovation, sustainability, and providing industry-leading customer service.

As the business continues to grow, we are excited to welcome a motivated and ambitious individual to join our Sales & Business Development Team as a Junior Business Development Executive. This is an ideal role for someone at the start of their career who is eager to learn, build confidence, and develop a successful future in sales, customer engagement, and business development.

Role Overview

You will play a key role in supporting the growth of our customer base. This is a hands-on role where you will learn how to identify opportunities, build relationships, support sales cycles, and represent Coinadrink at business events.

Full training, mentoring, and development support will be provided.

Key Responsibilities

1. Lead Generation & Prospecting

- Conduct cold calls, follow-up calls, and outreach emails to identify new sales opportunities.
- Research and qualify leads using internal systems, online tools, and networking contacts.
- Maintain a healthy and organised sales pipeline within the CRM system.

2. Sales Support & Customer Engagement

- Attend networking events, exhibitions, and business forums to represent Coinadrink professionally.
- Support senior sales managers with customer meetings, site visits, and product demonstrations.
- Assist with the creation of quotes, commercial proposals, and bespoke customer packages.

3. CRM & Sales Administration

- Keep all customer interactions updated in the CRM system accurately and promptly.
- Monitor the status of leads, follow-ups, and next steps, ensuring nothing falls through the cracks.
- Prepare basic sales reports and support monthly performance reviews.

4. Product Knowledge & Industry Learning

- Develop a strong understanding of vending machines, coffee equipment, water dispensers, and service options.
- Learn how to identify customer needs and match them to the correct solution.
- Stay updated with industry trends, sustainable technologies, and customer expectations.

5. Collaboration & Internal Support

- Support campaigns, initiatives, and events.
- Coordinate appointments, surveys, and installations with internal departments.
- Uphold Coinadrink's reputation through excellent communication and professionalism.

Skills & Qualities We're Looking For

Essential

- Confident communicator who enjoys speaking with new people.
- Positive attitude with a willingness to learn and take initiative.
- Strong organisational skills and ability to manage multiple tasks.
- Good written communication (emails, proposals, CRM updates).
- Comfortable using technology including CRM systems, Microsoft Office, and online tools.

Beneficial (but not essential)

- Interest in sales, marketing, account management, or customer-facing roles.
- Any experience in customer service, retail, part-time work, or college projects involving communication.

- A full UK driving licence (helpful for attending events and customer visits, but not required initially).

Expected Outcomes in the First 12 Months

By the end of your first year, you should be able to:

- Independently manage basic prospecting and lead generation tasks.
- Confidently make outbound calls and book appointments for senior team members.
- Demonstrate an understanding of Coinadrink's products, services, and operational processes.
- Update and maintain CRM data with high accuracy.
- Represent Coinadrink professionally at networking events and exhibitions.
- Support the preparation of quotes and proposals with minimal supervision.

What "Good" Looks Like (Progression & Development)

3–6 Months

- Growing confidence in cold calling and outreach.
- Regular attendance at networking events, representing the company positively.
- Consistently using the CRM correctly and keeping accurate records.
- Learning the basics of vending and coffee equipment.

6–12 Months

- Ability to run your own small portfolio of prospects.
- Independently booking meetings and generating new leads.
- Supporting the sales team with proposals and customer follow-ups.
- Demonstrating strong organisation and time management skills.

12–24 Months: Progression Pathways

With strong performance, you may progress into:

- Business Development Executive
- Field Sales Executive
- Key Account Manager
- Sector-focused Specialist (e.g., education, manufacturing, healthcare)

Coinadrink invests heavily in its people, so your development will be supported through training, mentorship, and exposure to different areas of the business.