



## Cardo Hotels – Sales Manager MICE

### About Cardo

#### About Cardo Brussels Hotel

Located within the heart of Europe and one of the Brussel's most vibrant areas, Cardo Brussels Hotel is the new and trendy landmark in the neighborhood and the most distinctive luxury lifestyle hotel in the city, catering to both selective leisure guests and business travelers. The hotel will offer contemporary wellness on the 30th floor) and dining experiences, 532 stylish rooms & suites, as well as 2000m<sup>2</sup> of MICE facilities. Cardo Brussels will be a destination on itself, 'Hospitality with a sense of self'.

#### About Cardo Brand

Cardo is a brand built on a culture of emotional intelligence and sublime hospitality, designing experiential places for individual wellbeing and corporate culture optimization. Our purpose is to make city breaks and workcations less apologetic, more purposeful and tuned to the self. Our people are our brand ambassadors. We connect, share the unique and have a relationship mindset.

### About the Job

- The position is accountable for proactively soliciting and handling sales opportunities focusing on the MICE segment (agencies, DMC, incentive houses) as well 1 special industries (such as pharmaceuticals, automotive).
- Lead all day-to-day activities related to sales with a focus on building long-term, value-based customer relationships that enable achievement of sales objectives.
- Driving revenue growth by proactively identifying and pursuing sales opportunities within assigned client portfolio.
- Reaches personal sales goals and, together with the DOSM and GC&E (Groups Congresses & Events) Team, executes overall sales strategy of the hotel.

#### Principal Accountabilities

##### Managing Sales Activities:

- Responsible in achieving the room and catering sales objectives of MICE markets and segment.
- Act as the primary point of contact for client inquiries and concerns for his/her client portfolio
- Represents and promotes the hotel by maintaining constant contact with the market and the customer base of his/her responsibility through customer relationship management.
- Solicit new and existing accounts to meet/exceed revenue goals through telephone solicitation, outside sales calls, site inspections and written communication.

- Solicit group business that enables the hotel to meet and/or exceed revenue goals in rooms, meeting&events and food&beverage.
- Negotiate group contracts/agreements for the hotel in accordance with current business and pricing conditions determined in the hotel's selling strategy.
- Assists with selling, implementation and follow-through of group sales promotions, as well conversion support of the re-active sales team.
- Maintains and updates sales records as required.
- Prepare correspondence to customers; prepare and use internal (and/or company) sales systems, reports and statistics and file maintenance.
- Attend tradeshows & workshops, community events and FAM Trips and industry meetings (national and international), regular travel during pre-opening and opening year is required.
- Participate in business review meeting, pre-convention meetings, trainings and other sales-related meetings as required.
- Develops a close working relationship with operations and other departments in order to execute strategies at the property level.
- Provides other sales support where needed to other commercial segments, upon direction from General Manager and Sales Leadership, understanding and supporting overall sales strategy.
- Play a crucial role in expanding the hotel's international footprint by establishing and nurturing relationships with Marriott Global Sales Offices and global Sales Managers.
- Identifies new business to achieve personal and the hotels' revenue goals.
- Develops relationships within the MICE community to strengthen and expand customer base for sales opportunities.
- Create a sales activity plan for the MICE segment & its feeder markets on mid-term & long-term and accordingly implement it.
- Put & keep the hotel as leader in the market through the development of future and repeat business.
- Act as an "Ambassador" for the Cardo brand & hotel.

#### Providing Exceptional Customer Service

- Supports the company's service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience.
- Services our customers in order to grow share of the account.
- Executes and supports the company's customer service standards.
- Provides excellent customer service consistent with the daily service basics of the company.
- Sets a positive example for guest relations
- Interacts with guests to obtain feedback on product quality and service levels.

#### Knowledge of Market Trends

- Develop/maintain knowledge of market trends, supply and demand and competition.
- Gains understanding of the hotel primary target customer and service expectations; serves the customer by understanding their business, business issues and concerns, to offer better business solutions.
- Using knowledge of market trends, tools and target customer information to maximize revenue.
- Understands the overall market - competitors' strengths and weaknesses, economic trends, supply and demand etc... and knows how to sell against them.

# about your skills

ction orientated with a high drive for results

- A passion for sales and hospitality service
- Possessing of a real sales hunter approach
- Flamboyant personality, possessing the Cardo DNA
- Influencer, networker and people-person
- Positive attitude & very effective communicator
- Ability to work under pressure and under own initiative
- Fluent in English, French and/or Dutch (minimum of 2 required, including English)
- Strong understanding of the MICE environment & tools (Cvent, MICEVIEW, Marriott tools,...)
- Knowledge of one specific special industry (Pharmaceuticals, Automotive)
- Knowledge of the local market & internationally experienced
- Great connection with MICE accounts / agencies in the country and internationally

## Education and Experience

Minimum 3-4year experience in similar role in comparable property with sizeable rooms and meeting spaces.

## Preferred:

- Has demonstrated the ability to always work on behalf of guests.
- Has demonstrated the ability to cooperate with other departments in the hotel, particularly (group) reservations and the banqueting department, to create an exceptional guest experience.
- Strong commercial understanding; including Sales, Marketing, E-Commerce.
- Shown ability to evaluate and identify revenue opportunities for a business and to develop an action plan to convert this business.
- Successful track record of working in a commercial collaborative/matrixed environment.
- Experience in a sales role with a proven track record to close sales deals.

<http://cardohotels.com/>