Cardo Hotels – Sales Executive - Cardo Brussels

About Cardo Brussels

Cardo Hotels, the new lifestyle hotel brand, has opened the doors to its second property, located in Brussels. Cardo Brussels, a member of Marriott Bonvoy and the Autograph Collection, perfectly embodies the spirit of Belgitude, a subtle blend of charm, humor and authenticity that reflects the soul of the city and its people.

Located on Place Rogier, one of the most vibrant districts of the capital, the hotel invites guests to dive into a colorful, playful and satirical atmosphere that celebrates Belgian creativity and humor.

Every space, every room, every corner of the hotel stands out with a design where Belgian art and culture are omnipresent. Bold pops of color, decor inspired by local traditions and witty satirical touches add a quirky and fun twist, all while remaining warm and welcoming.

From its restaurants to its 1,500 m² of flexible event spaces, the hotel offers places to meet, create, laugh and enjoy, while also allowing guests to reconnect with themselves in a truly unique setting. It's a place where lifestyle meets lightness and work becomes a pleasure, all wrapped in a lively, unmistakably Belgian atmosphere.

Overall Job Purpose

· Proactively develop business across the local, Belgian and international markets.

· Identify and prospect new accounts and business opportunities across Corporate, MICE and Leisure segments.

· Maintain a strong phone-based sales culture, with regular prospecting calls, follow-ups and client reactivation.

· Conduct sales calls, client visits, site inspections and presentations to promote the hotel and its facilities.

· Develop and maintain relationships with existing accounts, identifying opportunities to increase production and market share.

· Participate in sales missions, networking events, trade shows, workshops and industry events when relevant.

· Work closely with the Sales Manager and wider Commercial team to target need periods, priority markets and key accounts.

· Maintain accurate and up-to-date CRM activity, account information, opportunities and follow-ups.

· Provide regular activity and production reporting to the Sales Manager, including calls, appointments, leads, new accounts and business generated.

· Follow agreed sales KPIs and targets, with clear accountability for proactive activity and results.

· Support RFPs, account negotiations and contracting when required.

· Collaborate with Revenue, Marketing, Events and Reservations to ensure a coordinated commercial

approach.

- Represent Cardo Brussels and the Marriott/Autograph Collection brand professionally at all times.

Competencies

Strong sales drive and results-oriented mindset

- Highly proactive and self-motivated, with a strong appetite for new business development
- Excellent communication and interpersonal skills
- Confident and comfortable with phone-based sales and cold calling
- Strong negotiation and influencing skills
- Ability to prospect, develop and convert new business opportunities
- Strong customer and relationship-building skills
- Excellent organization and follow-up skills, with attention to detail
- Ability to manage multiple accounts, leads and priorities efficiently
- Team player with a collaborative and hands-on approach
- Flexible and adaptable, with the ability to work independently and take initiative
- Professional representation of the hotel and brand at all times

Qualifications, Skills & Experience

- Previous experience in Sales, Business Development, Hospitality or a customer-facing commercial role
- Experience in proactive sales, prospecting and cold calling is an asset
- Fluent in English; French and/or Dutch is a strong asset
- Strong written and verbal communication skills
- Good knowledge of Microsoft Office; experience with CRM systems and sales tools is an asset
- Experience in account management, client visits, sales presentations or networking is an asset
- Strong administrative and organizational skills, particularly regarding CRM follow-up and sales reporting
- Ability to work with sales targets, KPIs and activity objectives
- Good understanding of the hospitality industry and local business environment is an asset
- Willingness to travel locally and participate in sales missions, trade shows, networking and industry events
- Affinity with Corporate, MICE and Leisure markets is an asset

http://cardohotels.com/