



Cardo Hotels – Sales Manager Government & Associations

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 2000m² 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 government / diplomatic / lobbying market (and support other departments if needed)
- 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.
- Achieves personal sales goals and, together with the Director of Sales & Marketing, executes overall sales strategy of the hotel.

Principal Accountabilities

Managing Sales Activities

- Responsible for achieving the room and catering sales objectives of Government and Diplomatic market segments.
- Act as the primary point of contact for client inquiries and concerns for his/her client portfolio
- Fostering positive relationships with government institutions and offices. This critical role requires a seasoned professional with expertise in navigating government processes, understanding regulatory

landscapes, and executing effective business development strategies within the public sector

- 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, network events and written communication.
- Solicit transient and group business that enables the hotel to meet and/or exceed revenue goals in total revenue (rooms, meeting&events and food and beverage).
- Negotiate transient & group contracts for the hotel in accordance with current business and pricing conditions determined in the hotel's selling strategy.
- Effectively manage local & key government accounts and segments, contributing towards hotel top line performance.
- Assists with selling, implementation and follow-through of group sales promotions, as well conversion support of the re-active sales team.
- Identifies new business to achieve personal, departmental & hotel's revenue goals.
- Maintains and updates sales records & client profiles as required.
- Prepare correspondence to customers; prepare and use internal (and/or company) sales systems, reports and statistics and file maintenance.
- Attend community & network events, FAM Trips and industry meetings.
- 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.
- 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 as needed, upon direction from General Manager and Director of Sales and Marketing, understanding and supporting overall sales strategy, for all segments where needed.
- Develops relationships within the governmental and corporate community to strengthen and expand customer base for sales opportunities
- Create a sales activity plan for the government segment on mid-term & long-term and accordingly implement it.
- Put & keep the hotel as leader in the marketplace 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 & organization, business concerns, federal lodging regulation, to offer better business solution.
- Using knowledge of market trends 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

- Action orientated with a high drive for results
- A passion for sales and hospitality service
- Networker, influencer and people person
- Very effective communicator; presentations, written
- Positive approach & attitude, possessing the Cardo DNA
- Fluent in English, French and/or Dutch, an extra language is an asset
- In-depth understanding of government, diplomatic environment and knowledge of the European Institutions in Brussels
- Great connection with key government accounts in the market
- International experience is advantageous

Education and Experience

Minimum 4-year 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.
- Shown ability to evaluate and identify business opportunities for a business and to develop an action plan to convert this business.
- Strong commercial understanding including sales, marketing, e-commerce.
- Successful track record of working in a collaborative/matrixed environment.

Starting Date February 2024!

<http://cardohotels.com/>