SALES MANAGER

Domaine de Graux is more than a place: it is a living landscape where thinking, learning, and transformative practices emerge through hospitality. Rooted in agroecology and care for the soil, Domaine de Graux invites people to slow down, reconnect with nature, and perceive systems differently. Through our farm, food forest, mandala garden, art path, and farm path, we cultivate experiences that inspire new ways of seeing, collaborating, and acting in the world.

As we grow, we are looking for a Sales Manager who shares this vision and will help make Domaine de Graux a reference destination for meaningful B2B events, learning experiences, and collective transformation while remaining open and welcoming to all kinds of organizations and communities.

Your role

As Sales Manager, you will play a key role in shaping and developing the future of Domaine de Graux as a venue for events, retreats and immersive learning experiences. You will take ownership of the commercial development and drive sales from lead to contract, in close collaboration with the General Manager and operational team.

Key responsibilities

Strategy & positioning

- Develop and implement, together with the General Manager, the commercial strategy for events and experiences aligned with Domaine de Graux's mission and values.
- Help sharpen and evolve the venue's positioning, client segments, and offering (packages, formats, pricing logic).

Business development (B2B sales)

- Actively prospect and build relationships with B2B clients (companies, institutions, NGOs, networks, public sector and other organizations).
- Identify target segments and build a pipeline of high-potential leads.
- Represent Domaine de Graux at relevant networking events, fairs and partner gatherings.

Sales execution (end-to-end)

- Manage the full sales cycle: inbound lead follow-up, discovery calls, venue visits, proposals, negotiation and contracting.
- Create tailored offers for retreats, meetings, workshops, team-building, and learning journeys.
- Maintain a structured pipeline and reporting system (Odoo), ensuring clear forecasting and follow-up.

Internal collaboration & delivery alignment

- Work closely with the Operations Manager to ensure seamless event delivery and high-quality guest experiences.
- Collaborate with the Education Manager to align sales opportunities with Domaine de Graux's educational and cultural programming (agroecology, health, food, biodiversity and related topics).
- Contribute creatively to Domaine de Graux's own programming and visibility as a place of learning, inspiration, and experimentation.

What success looks like

Within the first 6–12 months, you will:

- Build a consistent pipeline of qualified B2B leads and partners (based on our business plan)
- Convert leads into bookings with clear pricing and high-quality client experience.
- Contribute to a healthy event calendar and recurring client relationships.
- With our communications Coordinator, help develop a clear, sellable portfolio of event and retreat formats.

Practical details

- Contract type: minimum 80% working scheme
- Start date: **Summer 2026**
- Work location: **Domaine de Graux (Tournai)** - with flexibility for remote work only when appropriate
- Languages: French / English / Dutch
- Some flexibility may be needed for client visits and occasional events outside classical office hours

What we offer

- A unique role in a pioneering, values-driven place where hospitality serves learning and transformation.
- The opportunity to co-create and shape the development of Domaine de Graux.
- A rich, inspiring work environment embedded in regenerative farming, nature and art.
- Collaboration with a passionate, multidisciplinary team.

Ideal profile

We are seeking someone who is **both strategic and relational, commercial and mission-driven**.

- Proven experience (5-10 years) in B2B sales / business development / partnerships (preferably hospitality, events, education, or impact-driven sectors).
- Ability to manage a full sales cycle: prospecting, discovery, proposal writing, negotiation, closing.
- Strong communication skills: warm, clear, professional and inclusive.
- Comfortable working in an evolving environment where offerings are co-created rather than standardized.
- Strong organizational skills and ability to work with tools (CRM, reporting, pipeline tracking).
- Existing network in Belgium (corporate, NGO, institutional or education sectors) is a plus
- Genuine interest in agroecology, sustainability and regenerative practices is a plus

How to apply

Please send us your CV as well as a short motivation letter or video explaining why this role and this place resonates with you to info@domainedegraux.com .

We welcome applications from people of all backgrounds and identities. At Domaine de Graux, diversity of perspectives is part of what makes our ecosystem strong and vibrant.