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Dear Hiring Manager,

I've been a customer at Best Buy my entire life. I was always fascinated by the tech solutions the company offered *en masse*. The experiences I had fostered a dream in a bright, young child to show as many people as he could just how simple the world of tech can be. I'm excited to continue living this dream through this new role.

My passion is showing clients exactly what is possible and what we, as a company, can do. In a world where so many products can help so many people, I make it my life's work to guide clients in the direction that best suits their needs. I live in the mindset that being an outstanding representative of the human side of tech; showing empathy, strengthening understanding, and having fun – makes tech easy for everyone to use and enjoy.

As a sales professional, managing my own book of business is crucial for success. I've successfully retained multiple clients for Best Buy through referrals, the most hard-earned and meaningful form of advertisement. I think the trust that is earned and required to complete a complex project gives me the drive to work with pride. I've built a portfolio of these projects that I can refer to at any time while working with a client. For Q3 2023, my total revenue contribution to the company was over \$600,000 – won through clients that purchased through in-store consults or referrals to a Home Designer. Trust is not so easily granted and I have earned it from clients many times over.

I'm excited for the opportunity to grow in this role with Best Buy. I believe that with the tools I have and the skills I have strengthened, I will retain myself as an asset for both the company and our clients to have in their front pocket. A simple, tech-filled life for everyone is feasible; choose me to be the person to bring their dreams to life in their homes.

Sincerely,
Connor Richlen