

Jett Wheeler

Senior General Manager, Wireless Retail Sales Leadership

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STRENGTHS

- ♥️ **Metric Based Coaching**
Daily scorecards became practical coaching moments, and associates gained clearer priorities for sales, retention, quality, and service.
- 📌 **Talent Development**
Feedback, delegated assignments, and floor observation helped an assistant manager take on broader ownership with confidence.
- ✍️ **Customer Resolution**
Escalated device and account concerns received calm, complete solutions. Repeat customers often returned for clear guidance.
- 💎 **Operational Discipline**
Scheduling, inventory, receiving, and loss prevention routines kept store execution steady through launches and peak periods.
- 💡 **Consultative Selling**
Structured discovery connected customers with relevant devices, services, and accessories. Clear explanations supported trust and retention.

SKILLS

Wireless retail sales

Store leadership Recruiting

Interviewing Coaching

Performance management

Consultative selling

Customer retention

Escalation resolution Scheduling

Labor controls

Inventory compliance

Loss prevention Sales metrics

Promotional execution

SUMMARY

Senior **wireless retail sales** leader with six years of progressive experience guiding store teams, developing frontline talent, and delivering strong sales and customer outcomes in fast paced environments. Leads recruiting, interviewing, onboarding, coaching, scheduling, **labor controls**, **inventory compliance**, **loss prevention**, escalation resolution, and consultative selling. Uses daily sales, retention, quality, and service metrics to set practical coaching priorities and strengthen accountability. Develops assistant managers through feedback, delegated ownership, and performance conversations. Supports wireless promotions, complete solution selling, store traffic initiatives, new sales tools, pilots, merchandising, and peer practice sharing. Combines customer focused judgment with operational ownership, clear communication, staffing readiness, and disciplined execution during evenings, weekends, holidays, and peak periods.

EXPERIENCE

Senior General Manager, Wireless Retail Operations

Northstar Wireless Group 📅 June 2024 - Present 📍 Strongsville, OH

Directs wireless sales, service, staffing, inventory, scheduling, training, and daily controls for a twelve person store team. Leads hiring, coaching, assistant manager development, customer resolution, promotion execution, and operational readiness.

- Directed wireless sales, service, **staffing**, **inventory**, scheduling, and daily controls for a twelve person store team.
- Converted daily sales, **retention**, **quality**, and service scorecards into focused coaching plans for frontline associates.
- Recruited candidates, coordinated interviews and onboarding, and maintained coverage during holidays and promotional traffic.
- Developed an Assistant General Manager through feedback, delegated assignments, and structured performance conversations.
- Resolved device, promotion, account, and **service** escalations by identifying complete customer solutions.
- Introduced selling tools and **promotions** through demonstrations, role practice, and floor observation.

General Manager, Wireless Store Leadership

Lakefront Mobile Solutions 📅 January 2023 - May 2024 📍 Parma, OH

Managed a high volume wireless store with ownership of revenue, customer experience, labor planning, inventory, loss prevention, staffing, outreach, and peer practice sharing.

- Managed revenue goals, **customer experience**, labor planning, inventory, and **loss prevention** for a high volume store.
- Set weekly selling priorities from daily trends and coached discovery, presentation, retention, and solution selling.
- Evaluated monthly performance and documented development actions that strengthened accountability across store associates.
- Adjusted schedules for launches, **holidays**, and demand changes while maintaining practical labor coverage.
- Created customer outreach and follow up routines that generated additional store visits.
- Shared coaching and merchandising practices with nearby leaders and supported district sales process **pilots**.

Assistant General Manager, Wireless Sales Support

Blue Ridge Cellular 📅 July 2021 - December 2022 📍 Cleveland, OH

Supported sales floor leadership, **customer experience**, training, inventory controls, merchandising, loss prevention, escalation handling, and increasing ownership of store execution.

LANGUAGES

English	Native
Spanish	Beginner

MY CAREER



- Senior General Manager, Wireless Retail Operations at Northstar Wireless Group (2.3 Years)
- General Manager, Wireless Store Leadership at Lakefront Mobile Solutions (1.3 Years)
- Assistant General Manager, Wireless Sales Support at Blue Ridge Cellular (1.4 Years)
- Wireless Sales Associate, Customer Solutions at MetroConnect Retail (8 Months)

- Reinforced customer discovery, product knowledge, promotional accuracy, and service consistency on sales floors.
- Coached associates during live interactions and transaction reviews, emphasizing needs assessment and expectation setting.
- Tracked training completion and results, escalating recurring gaps with specific observations and recommended actions.
- Maintained **inventory** counts, receiving controls, merchandising readiness, and **loss prevention** routines.
- Addressed promotion, device setup, and account escalations using policy knowledge and customer focused judgment.
- Owned opening, closing, schedule adjustments, team huddles, and daily store execution.

Wireless Sales Associate, Customer Solutions

MetroConnect Retail 📅 October 2020 - June 2021 📍 Lakewood, OH

- Guided customers through wireless devices, services, accessories, promotions, and retention choices while supporting accurate transactions, inventory procedures, merchandising, and peak period readiness.
- Guided customers through device, service, accessory, and promotion choices using structured discovery.
 - Tracked daily goals and adjusted demonstrations and follow up around conversion and retention opportunities.
 - Maintained accurate transaction documentation and supported controlled **inventory** procedures.
 - Earned repeat customer requests by explaining promotions and service choices clearly.
 - Supported merchandising changes and promotional launches by updating displays and reviewing offer details.
 - Reinforced routines for newer associates while maintaining availability during peak periods.

PROJECTS

Store Traffic and Customer Retention Program 📅 2024

Built outreach and follow up routines around existing customers, seasonal promotions, and retention conversations. The program supported additional store visits and more consistent customer engagement.

Assistant Manager Development Track 📅 2025

Structured delegated assignments, feedback conversations, and floor observation into a practical development path. The work prepared an assistant manager for broader store leadership responsibilities.

LEADERSHIP & AWARDS

- Peer Mentor, Regional Retail Leadership Development Cohort, 2025 to Present
- Volunteer Team Lead, Greater Cleveland Community Food Distribution Events, 2023 to Present
- Retail Leadership and Coaching Certificate recipient, Cleveland State University Continuing Education, 2024

EDUCATION

High School Diploma

Strongsville High School 🎓 GPA: 4.0 📅 2020 📍 Strongsville, OH

Coursework: Business communication, mathematics, customer service, leadership

CERTIFICATIONS

- Retail Leadership and Coaching Certificate 📅 2024
- Customer Service Excellence Certificate 📅 2022

TECHNICAL SKILLS

- **Wireless Sales Platforms:** Mobile devices, wireless plans, accessory sales
- **Sales Management:** Sales metrics, scorecards, goal setting

- **Customer Experience:** Customer service, retention, escalation resolution
- **Talent Acquisition:** Recruiting, interviewing, onboarding
- **Coaching Systems:** Performance coaching, feedback, role practice
- **Scheduling Operations:** Staff scheduling, labor controls, coverage planning
- **Inventory Operations:** Inventory counts, receiving controls, inventory compliance
- **Loss Prevention:** Loss prevention, transaction controls, policy compliance
- **Retail Marketing:** Promotional execution, store traffic, customer outreach
- **Merchandising:** Product presentation, display updates, promotional launches
- **Leadership Development:** Assistant manager mentoring, team development, succession planning

PROFESSIONAL AFFILIATIONS

- Regional Retail Leadership Development Cohort, Peer Mentor, 2025 to Present
- Greater Cleveland Community Food Distribution Events, Volunteer Team Lead, 2023 to Present

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST