

BrightHawk Home Systems - Company Sales Profile

Company Name: IronFlag Security Solutions

Industry: Residential and Commercial Security Systems

Headquarters: San Antonio, TX

Business Model: Structured door-to-door and B2B outreach, led by veterans

Team Size: 150+ reps, majority with military or law enforcement background

Core Culture: Integrity, discipline, mission-first execution

Ideal Rep Type: Structured, reliable, and tough-minded individuals looking to protect and serve through private sector work

Section 1: Sales Experience & Background

Most reps are ex-military, law enforcement, or first responders transitioning into civilian sales roles.

Avg. experience: 1-5 years in mission-driven roles or security-related work

Previous industries: Military, corrections, fire service, or construction

Education: Mixed - emphasis on tactical and technical training

Team structure: Squads with clear roles, chain of command, and morning briefings

Section 2: Sales Style & Preferences

Sales cycle: Mid-length - product walk-through, trust-building, and close

Motivators: Mission clarity, protecting communities, competitive earnings

Rejection: Not an issue - handled with mental fortitude and tactical review

Schedule: Structured and reliable - early starts and evening closes

Section 3: Personality & Culture Fit

Top traits: Disciplined, focused, honorable

Team vibe: Brotherhood/sisterhood with high standards

Free time: Fitness, firearm training, community service

Win celebration: Recognition ceremonies, flag patches, team barbecues

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Environment: Clear expectations, accountability, and pride in the work

Section 4: Job Preferences & Goals

Product: Alarm systems, surveillance cameras, and monitoring packages

Income goal: \$75K-\$125K for year-round field reps

Comp plan: Salary + commission + service bonuses

Career goals: Lead team ops, sales trainer, or field operations director

Section 5: Deal Breakers & No-Gos

Avoids: Disorganization, unkept promises, moral gray areas

Red flags: Loose rules, no support structure, gimmicky sales culture

Territory: Assigned and optimized by regional intel

Conditions: Reps work as a team, and no one is left alone in unsafe areas

Section 6: Dream Job Alignment

Territory: Working-class neighborhoods, commercial zones, veterans' communities

Schedule: Full-time with optional weekend deployments

Support: Tactical field training, branded gear, mission briefings

Manager: Prior service leader with clear comms and battle-tested leadership

Inspiration: Serve with honor, build a career, earn respect and stability

Section 7: Learning & Performance Culture

Learning: Field drills, certification programs, scenario roleplay

Feedback: After-action reports, peer and leader evaluations

Strengths: Discipline, safety awareness, situational control

Weaknesses: Adapting to tech or high-pressure sales finesse

Recognition: Challenge coins, stripes, performance boards

Communication: Radio-style clarity, no fluff

Stress: Managed through training, chain of command, and resilience-building