

BrightHawk Home Systems - Company Sales Profile

Company Name: GraceShield Home Services

Industry: Home Security & Family Protection Plans

Headquarters: Nashville, TN

Business Model: Community-focused door-to-door with strong referral and church-based outreach

Team Size: 120+ reps across the Southeast

Core Culture: Faith-led, family-first, servant-leadership

Ideal Rep Type: Mission-minded individuals who care deeply about protecting families and aligning work with values

Section 1: Sales Experience & Background

Many reps come from ministry, law enforcement, teaching, or social work.

Avg. experience: 0-1 years, often brand new to sales

Previous industries: Home security, insurance, or no prior sales experience

Education: Mix of high school, college, and faith-based schooling

Team structure: Local pods with peer mentorship and weekly check-ins

Section 2: Sales Style & Preferences

Sales cycle: Moderate pace - focus is on trust, not pressure

Motivators: Helping others, consistent income, living faith in daily work

Rejection: Taken with grace - it's about planting seeds, not forcing deals

Schedule: Mostly afternoon and early evening; family time prioritized

Section 3: Personality & Culture Fit

Top traits: Spiritual, trustworthy, reliable

Team vibe: Encouraging, uplifting, faith-centered

Free time: Church, family time, volunteering, outdoors

Win celebration: Prayer circle, service outings, team cookouts

Environment: Gentle leadership, clear mission, strong support

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Section 4: Job Preferences & Goals

Product: Family-focused home protection and monitoring services

Income goal: \$50K-\$100K in year 1 with slow and steady growth

Comp plan: Small base + fair commission + service bonuses

Career goals: Become a community leader or mentor, possibly full-time ministry down the road

Section 5: Deal Breakers & No-Gos

Avoids: Aggressive sales culture, party scenes, profanity in the workplace

Red flags: Pressure to deceive, upsell dishonestly, or chase money over mission

Territory: Local hometowns or church-connected communities

Conditions: Team safety and moral integrity are non-negotiable

Section 6: Dream Job Alignment

Territory: Family neighborhoods, rural communities, small-town America

Schedule: Family-friendly - ends by 7pm most days

Support: Faith-based mentoring, integrity training, prayer support

Manager: Shepherd-style leader who knows your name and story

Inspiration: Protecting families, honoring God, and creating meaningful careers

Section 7: Learning & Performance Culture

Learning: One-on-one coaching, roleplay with prayer and discussion

Feedback: Kind, private, focused on personal growth

Strengths: Listening, empathy, community connection

Weaknesses: Hesitance to push the close, fear of rejection

Recognition: Group prayers, thank-you letters from families helped

Communication: Warm, heartfelt, grounded in values

Stress: Handled through faith, team support, and perspective