

BrightHawk Home Systems - Company Sales Profile

Company Name: Comunidad Connect Wireless

Industry: Wireless Plans & Internet for Underserved Communities

Headquarters: El Paso, TX

Business Model: Door-to-door and storefront partnerships in bilingual neighborhoods

Team Size: 220+ reps across border cities and multicultural hubs

Core Culture: Inclusive, community-driven, mission-aligned

Ideal Rep Type: Bilingual communicators who understand diverse cultural values and care about connection

Section 1: Sales Experience & Background

Most reps have personal ties to the communities they serve.

Avg. experience: 6 months to 2 years

Previous industries: Retail, cable/internet sales, translation services

Education: Many are first-generation college students or multilingual professionals

Team structure: City-based crews with local managers who reflect the rep base

Section 2: Sales Style & Preferences

Sales cycle: Quick consultative close - clear pricing and inclusive service

Motivators: Serving families, bridging the digital divide, fair compensation

Rejection: Reframed as an opportunity to educate and build trust

Schedule: Split shifts (mid-morning and evening) to match local availability

Section 3: Personality & Culture Fit

Top traits: Empathetic, culturally aware, patient

Team vibe: Respectful, lively, multilingual, and helpful

Free time: Cooking, music, time with extended family, activism

Win celebration: Food, laughter, and group dance parties

Environment: Respect for roots, inclusive holidays, and flexible communication

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Section 4: Job Preferences & Goals

Product: Discounted wireless plans, SIM kits, and low-cost data services

Income goal: \$40K-\$60K with upside from referrals and team bonuses

Comp plan: Hourly base + small commissions + performance bonuses

Career goals: Become community manager, translator liaison, or program coordinator

Section 5: Deal Breakers & No-Gos

Avoids: Language barriers within leadership, disrespect for culture or customs

Red flags: Disorganized programs, hidden fees, no flexibility for family events

Territory: Neighborhoods with Latino, African, Asian, and mixed immigrant populations

Conditions: Must be safe, welcoming, and locally validated

Section 6: Dream Job Alignment

Territory: Mixed-language households, small businesses, community hubs

Schedule: Flexible to match cultural rhythms (Sundays off, late dinners, etc.)

Support: Spanish/English materials, cultural coaching, local mentors

Manager: Fluent, understanding, and bilingual with strong cultural EQ

Inspiration: Help the next generation thrive, be a local hero, make mom proud

Section 7: Learning & Performance Culture

Learning: Hands-on demos, group scripts, bilingual onboarding

Feedback: Supportive, side-by-side with real talk and encouragement

Strengths: Storytelling, empathy, trust-building with underserved audiences

Weaknesses: Initial tech overwhelm, over-accommodation

Recognition: Cultural holidays celebrated, callouts in native language, gifts for family

Communication: WhatsApp groups, voice memos, respectful tone

Stress: Managed through community bonding, shared meals, and grace-based leadership