

# BrightHawk Home Systems - Company Sales Profile

## Company Name: Launchline Youth Sales

Industry: Entry-Level Sales for Students (Pest Control & Local Services)

Headquarters: Salt Lake City, UT

Business Model: Summer blitz sales teams for college-aged reps

Team Size: 200+ seasonal reps across 10 regional hubs

Core Culture: High energy, fast-paced, and youth-driven

Ideal Rep Type: First-time sellers looking to make fast money, grow confidence, and work hard during the summer

### Section 1: Sales Experience & Background

Most reps are complete beginners or have 1 prior summer of experience.

Avg. experience: 0-6 months

Previous industries: None or pest control, solar, security

Education: College students or recent grads

Team structure: Squads of 5-8 with team leaders and daily coaching

### Section 2: Sales Style & Preferences

Sales cycle: Quick hits - multiple sales a day is the goal

Motivators: Daily leaderboards, fast pay, peer recognition

Rejection: Part of the game - bounce back and keep going

Schedule: Mornings off, knock from 1pm-8pm including Saturdays

### Section 3: Personality & Culture Fit

Top traits: Energetic, competitive, fun-loving

Team vibe: Work hard/play hard, team bonding is huge

Free time: Gym, games, content creation, social media

Win celebration: Pool parties, bonuses, rep shoutouts

Environment: Loud, youthful, goal-driven

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### Section 4: Job Preferences & Goals

Product: Pest control and local service packages

Income goal: \$10K-\$25K in 3-4 months

Comp plan: Straight commission, fast payouts, spiffs

Career goals: Some want leadership next summer, others just want to stack cash

### Section 5: Deal Breakers & No-Gos

Avoids: Corporate dress codes, boring meetings, slow feedback

Red flags: Low energy teams, lazy leaders, unclear expectations

Territory: Assigned summer cities with housing provided

Conditions: Heat, long hours - it's a grind and not for everyone

### Section 6: Dream Job Alignment

Territory: High-income neighborhoods during peak season

Schedule: 5-6 days/week, late afternoon knock sessions

Support: Morning trainings, team leads in the field, scripts

Manager: Pump-up style coach who leads from the front

Inspiration: Beat your friends, earn the bonus trip, prove yourself

### Section 7: Learning & Performance Culture

Learning: Shadowing, live roleplay, video calls, reps sharing wins

Feedback: Instant field feedback and weekly ranking reviews

Strengths: Confidence, charisma, social engagement

Weaknesses: Emotional swings, burnout mid-summer

Recognition: Bonus tiers, trophies, Instagram shoutouts

Communication: Memes, group texts, squad chants

Stress: Managed through team energy, friendly competition, and nightly recaps