

# BrightHawk Home Systems - Company Sales Profile

## Company Name: Hearth & Home Essentials

Industry: In-home wellness and lifestyle product sales

Headquarters: Boise, ID

Business Model: Flexible, appointment-based product sales to families

Team Size: 80+ part-time reps, many of whom are moms or caregivers

Core Culture: Supportive, empowering, and family-first

Ideal Rep Type: Empathetic, trustworthy individuals seeking purpose, flexibility, and supplemental income

### Section 1: Sales Experience & Background

Most reps are new to sales or returning to work after raising children.

Avg. experience: 0-1 year

Previous industries: Education, healthcare, retail, parenting full-time

Education: Wide range - life experience is valued more than degrees

Team structure: Local pods with a flexible mentor for support

### Section 2: Sales Style & Preferences

Sales cycle: Relationship-first - sales happen through trust and connection

Motivators: Helping families, earning flexible income, community impact

Rejection: Not personal - just means someone wasn't ready today

Schedule: User-controlled - most work weekday mornings or early afternoons

### Section 3: Personality & Culture Fit

Top traits: Nurturing, honest, dependable

Team vibe: Uplifting, real talk, zero judgment

Free time: Family, meal planning, volunteering, home projects

Win celebration: Monthly recognition calls, gift baskets, family shoutouts

Environment: Calm, encouraging, flexible and values-aligned

## BrightHawk Home Systems - Company Sales Profile

### Section 4: Job Preferences & Goals

Product: Home air filters, essential oils, family-safe cleaning supplies

Income goal: \$10K-\$30K per year for part-time work

Comp plan: Base + commission with no quotas

Career goals: Stability, community contribution, or stepping stone back into workforce

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

Avoids: Hard-sell pressure, rigid hours, toxic competitiveness

Red flags: Lack of empathy from leadership, scripted-only sales approaches

Territory: Local neighborhoods and online referrals

Conditions: Must support family schedules, health priorities, and safety

### Section 6: Dream Job Alignment

Territory: Local families, mom groups, school networks

Schedule: 10-20 hours/week, flexible around kid drop-off/pickup

Support: Script templates, soft training, lead sharing

Manager: Empathetic coach who's been in their shoes

Inspiration: Make extra income, help families, still be home for dinner

### Section 7: Learning & Performance Culture

Learning: Zoom trainings, printable guides, one-on-one mentoring

Feedback: Gentle check-ins, positive reinforcement

Strengths: Listening, product passion, community presence

Weaknesses: Tech gaps, initial confidence hurdles

Recognition: Handwritten notes, surprise gifts, group appreciation

Communication: WhatsApp chats, group Zooms, voice memos

Stress: Reduced through support, realistic goals, and family-first focus