

BrightHawk Home Systems - Company Sales Profile

Company Name: BrightHawk Home Systems

Industry: Home security and automation

Headquarters: Phoenix, AZ

Business Model: Direct-to-home sales (door-to-door + pre-set appointments)

Team Size: 300+ reps across the Southwest

Core Culture: High-performance + mentorship + long-term customer relationships

Ideal Rep Type: Motivated but values mentorship and career growth, not just short-term commission

Section 1: Sales Experience & Background

Reps are mostly in their first 1-3 years of sales, many transitioning from other trades or customer service roles.

Avg. experience: 6 mo - 3 years

Previous industries: Home security, pest control, solar, and home automation

Education background: 70% college or some college

Team structure: New hires join small regional teams; some build their own within 12-18 months

Section 2: Sales Style & Preferences

Sales cycle: Moderate pace (1-2 sales/day)

Motivators: Large commissions, career development, healthy team competition

Rejection mindset: Resilient with peer support

Schedule: Flexible, customer-first - evenings and weekends are key

Section 3: Personality & Culture Fit

Top traits: Reliable team players, ambitious, natural leaders

Team vibe: Professional and fun, like a sports team

Free time: Gym, family, side hustles, gaming

Win celebration: Team dinners, public praise, bonuses

Environment: Clear expectations, autonomy, growth

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Section 4: Job Preferences & Goals

Products: Tech-driven, home automation with security

Income goal: \$100K-\$150K in year 1

Comp plan: Straight commission + tiered bonuses

Career goals: Build a team, become trainer, go corporate

Section 5: Deal Breakers & No-Gos

Avoids: Micromanagement, pay delays, pushy tactics

Red flags: Favoritism, unclear commission

Territory: Supported with warm leads

Conditions: No cold-market door knocking

Section 6: Dream Job Alignment

Territory: Middle-class to affluent suburbs

Schedule: Afternoon to evening focused

Support: CRM, leads, manager support, training

Manager: Experienced rep turned leader

Inspiration: Wealth, helping families, team success

Section 7: Learning & Performance Culture

Learning: Roleplay, shadowing, coaching

Feedback: Respectful, private, immediate

Strengths: Trust building, energy, listening

Weaknesses: Time management, paperwork

Recognition: Leaderboard, public praise

Communication: Friendly, professional

Stress: Thrive under pressure with team support