

BrightHawk Home Systems - Company Sales Profile

Company Name: Apex Elite Solar

Industry: Solar Energy Sales

Headquarters: Dallas, TX

Business Model: High-performance door-to-door and blitz sales campaigns

Team Size: 500+ reps nationwide, with rotating blitz teams

Core Culture: Hyper-competitive, commission-driven, results above all

Ideal Rep Type: Hungry closers who thrive on adrenaline, rankings, and big paydays

Section 1: Sales Experience & Background

Reps range from fresh out of high school to 5+ year solar vets.

Avg. experience: 'New to the game' or 'Veteran'

Previous industries: Solar, roofing, pest control

Education: High school or some college common; experience valued over degrees

Team structure: Blitz teams of 5-10 that rotate through hot territories

Section 2: Sales Style & Preferences

Sales cycle: Long-form, high-ticket sales (solar installs)

Motivators: Big commission checks, leaderboards, top rep bonuses

Rejection: Fuels our reps - every no gets us closer to a yes

Schedule: Peak hours, mostly afternoons/evenings and weekends

Section 3: Personality & Culture Fit

Top traits: Competitive, ambitious, aggressive

Team vibe: High-energy, Wolf of Wall Street intensity

Free time: Gym, parties, side hustles

Win celebration: Massive bonuses, team trips to Vegas

Environment: Fast-paced, no babysitting - sink or swim

BrightHawk Home Systems - Company Sales Profile

Section 4: Job Preferences & Goals

Product: Solar and battery backup tech

Income goal: \$150K+ is expected, \$250K+ common for top reps

Comp plan: Straight commission, high multipliers

Career goals: Build a blitz team or transition into regional trainer role

Section 5: Deal Breakers & No-Gos

Avoids: Hand-holding, capped commissions, slow payouts

Red flags: Confusing comp plans, micromanagement, no performance rewards

Territory: Reps chase the money - we go where the deals are hot

Conditions: Expect to grind in heat, hustle in blitz windows, and move fast

Section 6: Dream Job Alignment

Territory: New builds, warm markets with solar incentives

Schedule: Late afternoon through night is prime time

Support: High-end pitch decks, elite training, lead maps

Manager: Former closer turned hard-nosed sales coach

Inspiration: Be the #1 rep, make \$20K+ per month, and win awards

Section 7: Learning & Performance Culture

Learning: On-the-job, live fire - throw them in and close or learn

Feedback: Immediate, sometimes blunt, always direct

Strengths: Closing deals, energy, confidence

Weaknesses: Paperwork, patience, finesse

Recognition: Rankings, trophies, group chats blowing up with deals

Communication: Direct and aggressive

Stress: Reps are built to thrive in chaos - if not, they're replaced