

A MORE  
RELENTLESS  
VERSION  
OF YOURSELF  
BEGINS HERE

RELENTLESS

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# Hello!

We are RELENTLESS, a Sales Region of Safe Home Direct, the 6th largest residential security provider in the country. Our team is dedicated to providing the best the industry has to offer. Professional sales training, uncapped earning potential, personalized mentorship, and a network of entrepreneurial individuals are just a few of the benefits our team provides.

We prioritize your personal development because we know that your professional performance is reflected in your personal growth.

As a rapidly expanding business, there are many opportunities to grow with us. Read on to learn about some of these opportunities and the programs behind our vision.



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# *THE ORIGIN STORY*



RELENTLESS was founded by Brent Rivas in the Spring of 2022. After a decade long career in the alarm industry, he had a vision to help the next generation of sales people and entrepreneurs in an organization rooted in mentorship.

Brent set out with a mission to apply everything he had learned in his decade of experience in the direct sales industry to develop the systems and programs to help his team thrive.

With growth and personal development at the forefront of his mind, he and Sierra Rivas - MACMHC - partnered with Safe Home Direct to provide the right balance

between back office support, autonomy, and the best pay in the industry

Brent and Sierra named the team RELENTLESS in honor of the key to Brent and Sierra's success: the determination to do something and refusing to give up. We believe in the importance of mindset even more so than skill as a necessary component to training.

Our vision is for our team members to grow professionally and personally in an environment focused on personal development and the pursuit of excellence through training and mentorship.



# CORE VALUES

The RELENTLESS Core Values are designed to reflect the relationship between the development of the individual, the leader, and the business.

Your journey begins with the foundation of a personal and professional vision. That vision drives your personal development, the development of yourself as a leader, and ultimately your development to become an entrepreneur. (see page 7)

All team members within our organization desire to see you thrive. We hope you will share our passion for and belief in the importance of personal development and recognize that it is the keystone to success in business.

## *Development of the Self*

Our Core Values for self-development are Faith, Family, Fitness, Finances, and Fulfillment. We work with you to develop your own personal definition of wellness in these 5 categories by creating a vision for your life.

## *Development of the Leader*

Great leadership grows from the work you put in to your self-development and is a natural next step in helping you reach your potential and develop your vision while on our team. The values we look for when considering someone for leadership are: Integrity, Work-Ethic, Accountability, Leadership, and Excellence.

## *Development of the Entrepreneur*

Our vision is for you to create something within RELENTLESS that you can call your own by providing the path from leadership to entrepreneurship. We provide the resources, systems, and processes that are easily duplicated in new teams as we expand into new markets.

# THE INTERNSHIP



Team Relentless offers a summer internship to college students that focuses on developing foundational professional skillsets - not taught in the college classroom - related to the ability to sell, negotiate, and lead. The internship is highly competitive as evidenced by only 5% of applicants being chosen to participate.

The internship focuses on personal and professional development with an emphasis in leadership and entrepreneurship. Training topics include psychology of sales, business operations, communication, customer service, leadership development, time management, mindset and emotional regulation, and all aspects of the sales pipeline from lead generation to closing.

The skills and knowledge interns gain prove beneficial to their long-term professional growth no matter their career pursuits. We know the internship is proven to advance careers no matter if an individual plans to be an entrepreneur, have a career in sales or marketing, pursue other forms of business, or practice law, medicine, etc. Therefore, we accept individuals of all majors. The foundational skills and life experience provided by the internship are not taught in the standard educational system, and as such will set you apart from your peers.



# Path to Leadership

We value the personal and professional growth of our team members as reflected in the path to leadership. There are 5 developmental stages to prepare an individual for upper management and maximum earning potential.

The timeframe of these stages will depend on the individual, but each stage is predicted to take one sales season to reach the learning and production objectives.

The first stage is the internship which focuses on developing the proper skillsets and mindset. The second stage focuses on maximizing earning potential and reaching production milestones. The third stage focuses on leadership development and gaining management experience. The fourth stage focuses on learning business operations and best practices. By the fifth stage, an individual is equipped with everything they need to run their own team/operation should they choose to expand to new markets.

# SALES TRAINEE PROGRAM

Our Trainee Program is for new team members who want to start a career path towards leadership and financial growth. The program consists of a 6-week training schedule. The course calendar reflects the learning objectives designed to set you up for success with a long-term career within our organization.

If you lack experience, this is the first step to gain valuable, hands-on experience in sales, customer service, marketing, finance, and business operations. Because we prefer to promote from within our team, we focus on your personal and professional development to lay a strong foundation for future leadership opportunities.





# Leadership

# Development

Our leadership development is the keystone to our organization. We provide annual leadership retreats, additional training, and opportunities to advance within the organization for those who hold a leadership role.

If you are joining the RELENTLESS team with previous industry experience, you will benefit from all of our systems and programs. We have designed our organization to be scalable as we grow, expanding into new markets and creating new opportunities for you to lead with a style that integrates counseling theory into business management.

# Mentor Program

To ensure your success as you transition onto the RELENTLESS team, you will be assigned a mentor. The mentor will meet with you weekly during the entirety of your training period or internship. Their role is to offer individualized support, consistent check-ins, and resources to help you thrive.

Our mentor program integrates counseling theory with business practices. Every mentor is required to go through mentorship training prior to being assigned mentees.



# RECRUITING PROGRAM



We provide an all-inclusive, in-house recruiting program which includes automation software, expert assistance from our full-time recruiter, a concierge onboarding experience, and retention based mentorship.

If you are an experienced sales manager joining Relentless, you will have access to the recruiting resources provided by the region to help you build a quality sales team.

Our program takes a new approach to recruiting in the door-to-door industry by providing data-based screening measures

and application of clinical psychology methods to screen qualified candidates.

Along with Brent, Sierra Rivas has been developing this recruiting program since the fall of 2019. With a master's degree in counseling and previous recruiting experience in the healthcare field, Sierra has combined her knowledge from both of these backgrounds to optimize recruiting in the door to door industry.





# Apply Directly

[www.relentlessregion.com/join](http://www.relentlessregion.com/join)

## Connect with Us

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