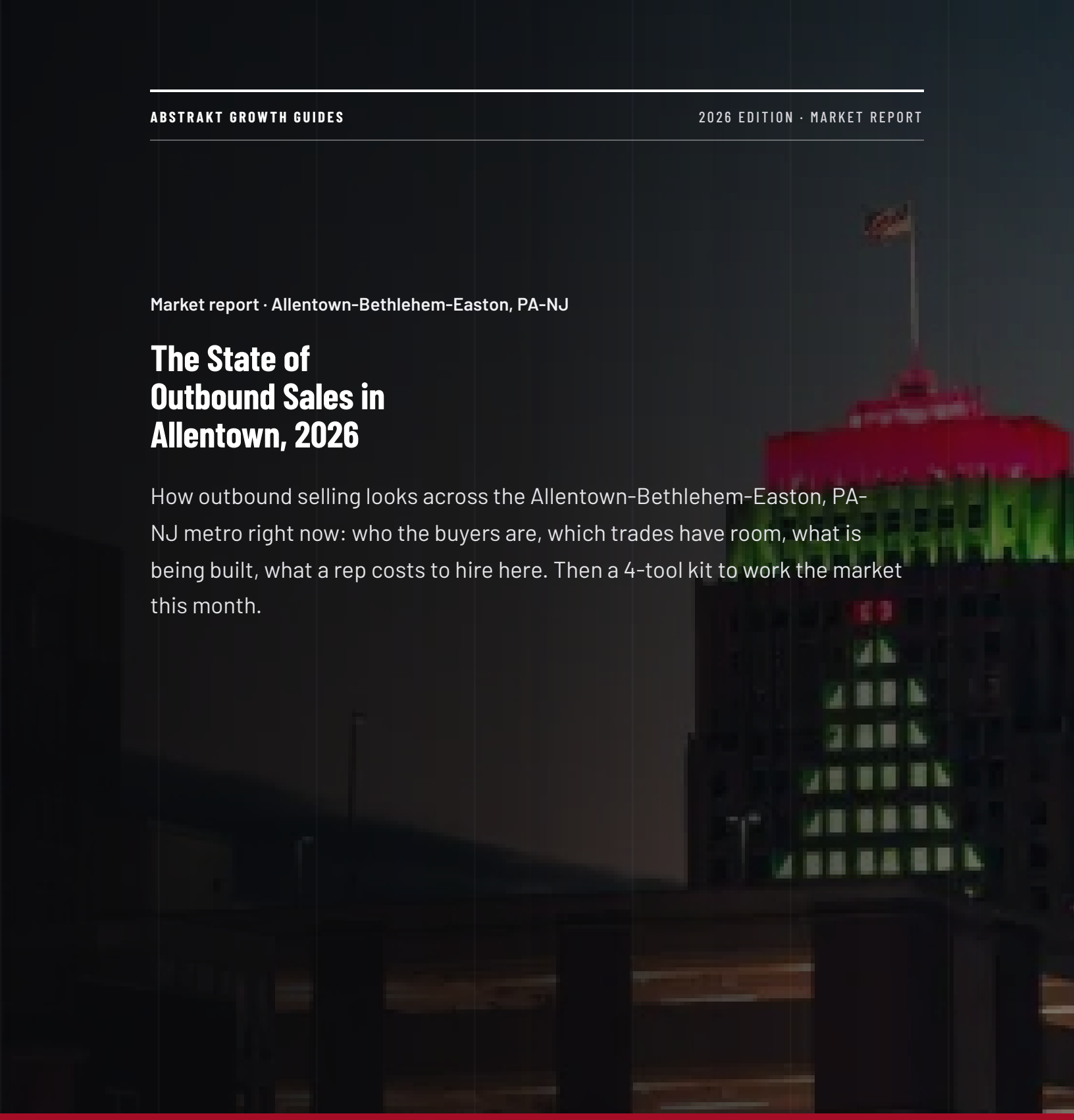


Market report · Allentown-Bethlehem-Easton, PA-NJ

The State of Outbound Sales in Allentown, 2026

How outbound selling looks across the Allentown-Bethlehem-Easton, PA-NJ metro right now: who the buyers are, which trades have room, what is being built, what a rep costs to hire here. Then a 4-tool kit to work the market this month.

2,023

business sites with 20+ people across the categories trades sell to, #64 of our 100 metros

21

buyer sites per electrical contractor, #1 of 100 markets: the best rank of any trade here

Sites: U.S. Census Bureau, County Business Patterns 2023; rank among the 100 metros on our market pages. Room: U.S. Census Bureau, County Business Patterns 2023 sites per contractor in U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1, among markets with at least 10 contractors.

Executive summary Read this if nothing else

5 things to know about outbound sales in Allentown

1

Biggest buyer pool

Restaurants: 437 sites

with 20 or more people, the largest buyer category in Allentown-Bethlehem, ahead of retail stores (433).

2

Where the metro leans

Warehousing and distribution: 4.25x the U.S. mix

Also over-represented: senior living and nursing (1.87x) and auto dealerships (1.75x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Electrical: #1 of 100 markets

21 buyer sites with 20+ people for each of 49 local electrical contractors. The most crowded is commercial landscaping, #80 of 100.

4

Biggest reason to call

Chobani Lehigh Valley Manufacturing and Warehouse Campus, $1.2 billion

Announced September 2026, production scheduled to begin 2027. One of 4 named, sourced projects in this report.

5

Hiring locally

$124,700 for an in-house SDR's first year (illustrative)

At a $55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

Contents

01 THE MARKET
Who buys in Allentown-Bethlehem

02 THE COMPETITION
Which trades have the most room in Allentown

03 THE PROJECTS
What is being built, and who owns the buildings

04 THE CALENDAR
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06 BUILD OR BUY
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Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Allentown-Bethlehem

2,023 business sites in Allentown-Bethlehem have 20 or more people on site in the categories commercial trades sell to. That ranks #64 of the 100 metros we publish. Here is what those buyers are and where they sit.

The largest buyer categories

Sites with 20 or more people are the ones worth an SDR's time: big enough to have a facility lead, a service budget and a contract that comes up for renewal. The "vs. U.S. mix" column compares each category's share of local employment with its national share (1.00x is the U.S. average).

Business sites with 20+ people in Allentown-Bethlehem, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**437**	1,786	1.45x	+18
Retail stores	**433**	2,521	1.36x	-5
Manufacturing plants	**323**	826	1.39x	+10
Medical, dental and outpatient offices	**241**	1,611	1.23x	+107
Wholesale distributors	**168**	814	0.86x	+8
Senior living and nursing	**109**	242	1.87x	+1
Grocery stores	**81**	451	1.59x	+9
Trucking companies	**70**	534	1.57x	+4
Warehousing and distribution	**55**	110	4.25x	+8
Auto dealerships	**51**	148	1.75x	-7

Sources: U.S. Census Bureau, County Business Patterns 2023 (sites by size); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (concentration and one-year change in establishments). Suppressed size classes count as zero.

Allentown-Bethlehem leans toward warehousing and distribution (4.25x), senior living and nursing (1.87x) and auto dealerships (1.75x). A trade that already sells to those buyers elsewhere has a deeper pool here than the national numbers suggest, and a case study from one of them travels well on the phone.

Growing fastest over the past year, by establishment count: medical, dental and outpatient offices (+107), restaurants (+18) and manufacturing plants (+10). New sites have no incumbent vendor yet.

The metro

Allentown-Bethlehem-Easton, PA-NJ: 4 counties in this report's counts.

Lehigh County, Northampton County and Warren County hold 93% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Allentown-Bethlehem

COUNTY	SITES WITH 20+	SHARE OF METRO
Lehigh County START HERE	**991**	49%
Northampton County	**709**	35%
Warren County, New Jersey	**185**	9%
Carbon County	**51**	3%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 87 of the metro's 2,023 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Allentown

Buyer sites per contractor is a rough read on how crowded a trade is: more sites for each local competitor means more doors nobody else is knocking on. Each trade's Allentown figure is ranked against the other markets we track.

How Allentown ranks for each trade, by buyer sites per contractor (longer bar = more room)

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Commercial Electrical MOST ROOM	**#1 of 100**	21	49	-1
Commercial Construction	**#4 of 100**	9.3	76	+1
Commercial HVAC & Mechanical	**#7 of 100**	15	58	+1
Managed Service Providers	**#8 of 100**	6.5	167	-7
Commercial Cleaning & Janitorial	**#14 of 100**	5.0	180	+9
Commercial Roofing	**#14 of 89**	92	12	0
Paving & Asphalt	**#31 of 94**	48	22	+2
Fire Protection	**#44 of 96**	45	25	-7
Commercial Painting & Coatings	**#42 of 86**	69	17	0
Commercial Landscaping	**#80 of 100**	2.8	375	+14

Sources: U.S. Census Bureau, County Business Patterns 2023 (each trade's own buyer categories, 20+ people); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (contractor establishments and one-year change). Each trade counts different buyers, so compare ranks across trades, not the raw ratios. Ranked among markets with at least 10 contractors in the trade.

Commercial electrical (#1), commercial construction (#4) and commercial HVAC & mechanical (#7) rank best in Allentown. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #80 of 100: 2.8 buyer sites for each of 375 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-7) and fire protection (-7) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+14) and commercial cleaning & janitorial (+9) added them.

Not ranked here: commercial flooring (8 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover Allentown yet. We take one client per trade per territory, so ask before you plan around it.

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

4 named, sourced projects and 7 anchor owners in Allentown-Bethlehem. Each one is a reason to call that has nothing to do with your company and everything to do with the buyer's building.

The projects

01 · $1.2 billion

Chobani Lehigh Valley Manufacturing and Warehouse Campus

Announced September 2026, production scheduled to begin 2027

Chobani's 1.5 million sq ft dairy manufacturing and warehouse campus in the former Keurig Dr Pepper plant in Upper Macungie Township, Lehigh County.

> Converting an existing plant to dairy production means refrigeration and process mechanical work, new electrical capacity, food-grade floor coatings and sanitation-focused cleaning programs before the 2027 start.

HVAC · electrical · flooring · cleaning · fire protection

Area Development, 2026-09-04

02

Lehigh Valley Hospital-Muhlenberg Emergency Department Expansion

Under construction, expansion due fall 2026, renovations due spring 2027

A three-story addition at LVH-Muhlenberg in Bethlehem that doubles the emergency department to 83 beds and adds a helipad, imaging rooms and a 26-bed trauma recovery space.

> As the addition closes out in late 2026, renovation of the existing emergency space follows into 2027, keeping mechanical, electrical, flooring and painting crews on site, and the larger department adds healthcare cleaning demand.

HVAC · electrical · flooring · painting · cleaning

Lehigh Valley Health Network, 2025-06-04

03 · 90,000 sq ft

LVHN Neighborhood Hospital, Hellertown

Opening mid-2026

A three-story building on Main Street in Hellertown, Northampton County, with an emergency room and 10 inpatient beds on the first floor and medical offices, imaging and lab services above.

> A new hospital and medical office building on a remediated brownfield site needs healthcare cleaning, HVAC service, fire protection inspections and site upkeep once occupied.

cleaning · HVAC · fire protection · landscaping

Lehigh Valley Health Network, 2025-03-04

04 · 1 million sq ft

Prologis Data Center, 2500 Liberty Drive

Approved by Allen Township March 2026, regional planning review April 2026

A plan to convert a 1 million sq ft warehouse at 2500 Liberty Drive in Allen Township, Northampton County, into a data center.

> A warehouse-to-data-center conversion is mostly electrical and mechanical work: new power distribution, cooling systems and upgraded fire suppression, plus roofing work to support rooftop equipment.

electrical · HVAC · fire protection · roofing

Lehigh Valley Public Media, 2026-04-22

Projects current as of 2026-09; each source is linked on its card. Values are as reported by the source.

The anchor owners

Health systems, campuses, large employers and industrial parks hold the biggest concentrations of commercial buildings in Allentown-Bethlehem. One relationship with a facilities team here can cover many buildings.

Health system · Allentown, Lehigh County

Lehigh Valley Health Network (Jefferson Health)

LVHN says it comprises 15 hospital campuses plus numerous health centers, physician practices, rehabilitation locations, ExpressCARE sites and other outpatient care locations, with Lehigh Valley Hospital-Cedar Crest as its flagship.

Health system · Bethlehem, Northampton County

St. Luke's University Hospital - Bethlehem

St. Luke's describes its Bethlehem hospital, the main campus of St. Luke's University Health Network, as a 400-bed facility and an Adult Level I Trauma Center.

> A large teaching campus with a children's hospital and ER on site, plus network hospitals and outpatient sites across the valley, runs

> The flagship Cedar Crest campus, the Muhlenberg and 17th Street hospitals and a long list of outpatient and ExpressCARE sites each carry mechanical, life-safety, flooring and cleaning needs.

HVAC · cleaning · fire protection · flooring · electrical

Lehigh Valley Health Network

> around-the-clock HVAC, electrical and fire protection systems.

HVAC · electrical · fire protection · cleaning

St. Luke's University Health Network

Campus · Bethlehem, Northampton County

Lehigh University

Lehigh's facilities office says the university has four campuses consisting of 2,355 acres and 160 buildings measuring 4,547,569 gross square feet.

> Academic buildings, residence halls and Greek houses spread across the Asa Packer, Mountaintop and Goodman campuses need roofing, painting, grounds and mechanical work.

roofing · HVAC · landscaping · painting · cleaning

Lehigh University Facilities

Major employer · Lower Macungie Township, Lehigh County

Mack Trucks Lehigh Valley Operations

Mack says its Lehigh Valley Operations assembly plant at 7000 Alburtis Road is a 1.7 million square-foot facility that has operated since 1975.

> A heavy-truck assembly plant with cab and chassis lines and a truck modification center has large roof areas, process electrical loads, truck yards and fire protection to maintain.

roofing · electrical · paving · fire protection · HVAC

Mack Trucks

Major employer · Upper Macungie Township, Lehigh County

Air Products global headquarters

Lehigh Valley Economic Development Corporation reported at the 2019 groundbreaking that the $400 million headquarters on a 50-acre tract in Upper Macungie Township would be the base of 2,000 employees.

Industrial park · Bethlehem, Northampton County

Lehigh Valley Industrial Park (LVIP)

LVIP says its business centers are home to approximately 500 companies and an estimated 24,000 employees, with seven parks in Northampton and Lehigh Counties including LVIP VII at the Bethlehem Commerce Center.

> Warehouses, distribution buildings, plants and offices across seven parks share needs for

A corporate campus with an office tower, R&D labs and a parking structure needs janitorial, HVAC, landscaping and parking-deck upkeep.

cleaning · HVAC · landscaping · paving

Lehigh Valley Economic Development Corporation

roofing, paving, electrical and fire protection.

roofing · paving · electrical · fire protection · construction

Lehigh Valley Industrial Park, Inc.

Airport · Hanover Township, Lehigh County

Lehigh Valley International Airport (ABE)

The airport says 1,067,114 passengers used ABE in 2025, up 5.4% from 2024, and 301,979,109 pounds of air cargo were processed, up 21.0%.

The passenger terminal, cargo buildings and surface parking need cleaning, HVAC service and pavement upkeep.

cleaning · HVAC · paving · electrical

Lehigh Valley International Airport

Anchor facts checked 2026-10; each source is linked on its card.

Which trades the work touches

Projects and anchor owners in this report that buy each trade, Allentown-Bethlehem

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		8
Commercial Cleaning & Janitorial		8
Fire Protection		7
Commercial Roofing		4

TRADE	PROJECTS AND OWNERS	
Paving & Asphalt		4
Commercial Landscaping		3
Commercial Flooring		3
Commercial Painting & Coatings		2
Commercial Construction		1

Count of the projects and anchor owners above whose scope includes the trade, from the sourced descriptions.

04

Chapter 04 The calendar

The Allentown selling calendar

Outbound runs every month, but the weather changes what a buyer wants to hear. These are the NOAA records for the Allentown-Bethlehem metro's counties, month by month.

Allentown by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	0	16	12	20	55	153	173	147	29	12	22	0
Cooling degree days average month	0	0	0	0	27	109	240	186	50	2	0	0
Heating degree days average month	1,162	979	845	477	206	29	5	12	92	403	698	1,002
Average high (°F) average month	36	40	48	61	71	79	84	82	75	63	52	41

Sources: NOAA NCEI Storm Events Database, 2015 to 2024: reports of hail 1 inch or larger and thunderstorm wind of 58 mph or more, by month, across the market counties. NOAA NCEI nClimDiv county monthly series, 1991-2020 averages. Degree days count how far the daily average sits above (cooling) or below (heating) 65°F, summed over the month.

NOAA logged 46 hail reports of 1 inch or larger and 593 damaging wind reports across the metro's counties from 2015 to 2024: #55 of 100 markets for hail and #25 for wind. June, July and August carried 74% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 615 cooling degree days a year (#72 of 97 markets) and 5,910 heating degree days (#30 of 97). Cooling load peaks in July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

Cleaning, construction, electrical, flooring and fire protection sell on contract end dates, budgets and inspection cycles. Learn each account's date on the first call and come back before it.

7 months average a high of 60°F or more (April, May, June, July, August, September and October). That is when exterior painting, paving and landscaping crews are busiest, so in-season calls catch owners while they can see the work that needs doing. The contracts themselves are bid on each property's own dates, so the selling runs all year.

05

Chapter 05 The numbers

What one meeting takes, trade by trade

What booking a meeting has taken on our own calling floor for the trades we run in Allentown, next to the records we can prospect here. The sales center figures are national; it does not break them out by city yet.

Dials per booked appointment, by trade (lower is faster), national

TRADE	DIALS PER APPOINTMENT	REACHED PROPOSAL	PROPOSALS WON	DIALS FOR 10 MEETINGS
Fire Protection FASTEST TO BOOK	**78**	21.6%	13.2%	about 780
Paving & Asphalt	**86**	32.2%	7.4%	about 860
Commercial Landscaping	**88**	18.8%	12.7%	about 880
Commercial Electrical	**96**	14.6%	21.1%	about 960
Commercial HVAC & Mechanical	**98**	16.6%	24.9%	about 980
Commercial Painting & Coatings	**115**	31.2%	14.4%	about 1,150
Commercial Flooring	**122**	30.8%	9.8%	about 1,220
Commercial Roofing	**140**	25.9%	16.1%	about 1,400
Commercial Cleaning & Janitorial	**142**	23.9%	21.7%	about 1,420
Managed Service Providers	**162**	10.0%	20.5%	about 1,620

All of these trades together: 122 dials per appointment

Source: Abstrakt sales center, Performance Intelligence, national, as of October 2026. Dials per appointment = prospecting calls divided by appointments set. History, not a promise. Full benchmarks and method.

The records behind a Allentown program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Allentown-Bethlehem-Easton territory.

2,275
Commercial Roofing

2,275
Commercial Construction

1,053
Commercial HVAC & Mechanical

727
Commercial Cleaning & Janitorial

Source: Abstrakt territory record counts, as of October 2026: estimated decision-maker records Abstrakt can prospect for each program in the territory. Shown for the programs the count covers.

Read it this way

Divide the records by the dials one meeting takes and you see how long a list lasts before it repeats. A thin list means a program has to work every record well, not just call more.

06

Chapter 06 Build or buy

What an in-house SDR costs in Allentown

Before you hire a sales development rep in Allentown, price the whole job, not just the salary.

The salary is the smallest part of the decision. About 3,430 people hold the role in the Allentown-Bethlehem-Easton, PA-NJ metro, and every one of their employers is competing for the same hires.

An in-house SDR's first year, at a $55,000 base salary (illustrative model)

COST	YEAR ONE
Base salary	$55,000
Commission and bonus	$15,000
Payroll taxes and benefits (25% of pay)	$17,500
Tools and data ($550 a month)	$6,600
Recruiting and training	$7,000
Turnover (35% a year, rehiring)	$2,450
Manager and QA time (5 hours a week) and admin (4 hours a month)	$21,150
Total, before ramp time	**$124,700**

Headcount: U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091). The cost lines are the starting values of our SDR cost calculator: $15,000 commission, 25% payroll taxes and benefits, $550 a month in tools, $7,000 recruiting and training, 35% yearly turnover, and manager, QA and admin time. Change any of them there.

$124,700

for one in-house SDR's first year at a $55,000 base salary.

That buys one rep. It does not buy the list, the manager's coaching system or cover when the rep leaves.

Ask us what a program would cost for the same work

Part two Apply this

The Allentown market toolkit

4 working tools built from the chapters above. Tick the boxes as you go (they stay ticked in this browser), copy the scripts into your CRM, or save the whole guide as a PDF and print this part as a worksheet.

01

Account scorecard

Score an account before anyone dials it.

02

Discovery question bank

The questions that qualify a meeting.

03

Trigger watchlist

The changes that make a buyer take the call.

04

30-day action plan

Four weeks of steps you can start Monday.

TOOL 01

Account scorecard

Before an account goes on the call list, check every line that fits. Call the accounts with the most ticks first, and leave the ones with none for later.

- [ ] **It sits in Lehigh County, Northampton County and Warren County**
  93% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 2,023 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Allentown over-indexes on**
  warehousing and distribution (4.25x the U.S. mix), senior living and nursing (1.87x the U.S. mix) and auto dealerships (1.75x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Lehigh Valley Health Network (Jefferson Health), St. Luke's University Hospital - Bethlehem, Lehigh University and Mack Trucks Lehigh Valley Operations.
- [ ] **You can name the person who signs**
  A name and a title before the first dial, not just the main line.

- [ ] **You are calling a business line**
  A business line, not a personal phone. Look up the calling laws for Pennsylvania before you dial.

0 of 6 checked

TOOL 02

Discovery question bank

Ask fewer, better questions. Pick three or four for the call and save the rest for the meeting. Each one comes with the reason it earns its place.

Restaurants: 437 sites here

From our fire protection talk track. Staying open and passing inspection. Multi-unit operators are worth more than single locations.

1. **When was your hood suppression system last inspected, and when is the next one due?**
   Due dates tell you when to call and what to offer.
2. **Have you had a failed inspection or a citation recently?**
   Failed inspections threaten the ability to stay open and create urgency.
3. **How many locations do you operate, and does each one use a different vendor?**
   Multi-unit operators are more valuable and often want one vendor across locations.

Retail stores: 433 sites here

From our electrical talk track. Lighting cost and fast repair. For chains, decisions often sit in a regional facilities office, so find who owns vendors for your area.

1. **Who handles electrical service for this store, the store, a regional facilities office or a national provider?**
   For chains, decisions often sit outside the store, so this tells you who to call next.
2. **Is a lighting retrofit or remodel planned for this location?**
   Remodels and retrofits are defined projects with budgets.
3. **How fast does your current electrician respond when lights or signs go out?**
   Slow response during business hours is a common reason to add a vendor.

Manufacturing plants: 323 sites here

From our electrical talk track. Uptime and planned shutdowns. Ask what an electrical failure costs the line and when the next shutdown window is.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.

1. **When was the last unplanned electrical outage, and what did it cost the line?**
   A recent outage gives you the cost of failure in the plant's own words, which justifies preventative work.
2. **When is your next planned shutdown, and what electrical work is already on that list?**
   Shutdown windows are when real work happens, so this tells you when a proposal must be approved.
3. **Has anyone done infrared scanning or switchgear maintenance on your gear recently?**
   Missing maintenance on critical gear is a concrete, defined first project.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.
3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.
4. **When does the current contract or budget come up for review?**
   Gives you the date to plan around, even when the answer today is no.
5. **What would make a first meeting worth your time?**
   Lets the buyer set the agenda, which is the agenda they will show up for.

TOOL 03

Trigger watchlist

Each of these changes gives a buyer a reason to take the call this month instead of next year. Tick the ones you will track, and set a news alert or CRM field for each so you hear about it first.

- [ ] **Chobani Lehigh Valley Manufacturing and Warehouse Campus**

  Announced September 2026, production scheduled to begin 2027. Converting an existing plant to dairy production means refrigeration and process mechanical work, new electrical capacity, food-grade floor coatings and sanitation-focused cleaning programs before the 2027 start.

- [ ] **Lehigh Valley Hospital-Muhlenberg Emergency Department Expansion**

  Under construction, expansion due fall 2026, renovations due spring 2027. As the addition closes out in late 2026, renovation of the existing emergency space follows into 2027, keeping mechanical, electrical, flooring and painting crews on site, and the larger department adds healthcare cleaning demand.

- [ ] **LVHN Neighborhood Hospital, Hellertown**

  Opening mid-2026. A new hospital and medical office building on a remediated brownfield site needs healthcare cleaning, HVAC service, fire protection inspections and site upkeep once occupied.

- [ ] **Prologis Data Center, 2500 Liberty Drive**

  Approved by Allen Township March 2026, regional planning review April 2026. A warehouse-to-data-center conversion is mostly electrical and mechanical work: new power distribution, cooling systems and upgraded fire suppression, plus roofing work to support rooftop equipment.

- [ ] **Storm season: June, July and August**

  74% of the 639 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

- [ ] **New sites: medical, dental and outpatient offices**

  QCEW counted 107 more medical, dental and outpatient offices in Allentown-Bethlehem than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 18 more restaurants in Allentown-Bethlehem than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 7 on your watchlist

TOOL 04

30-day action plan

4 weeks, 15 steps, nothing you need to buy. Tick each one off as you finish it; your progress stays in this browser.

Week 1

Draw the territory

- [ ] Start in Lehigh County, Northampton County and Warren County, which hold 93% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Lehigh Valley Health Network (Jefferson Health) and St. Luke's University Hospital - Bethlehem at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Pennsylvania and every state you call into, and confirm them with your own counsel before the first dial.
- [ ] Pick four questions from the question bank for every call and print them next to the phone.
- [ ] Write one opening line per account type that names something local: a project, an owner or the season.

Week 3

Make the calls

- [ ] Call business lines during business hours, 8am to 5pm in the buyer's local time, in the same blocked hours every day.
- [ ] Log every dial, every conversation and every meeting set, so you know your own numbers.
- [ ] Open with the trigger when you know it: chobani Lehigh Valley Manufacturing and Warehouse Campus.
- [ ] Close every good conversation with two specific meeting times.

Week 4

Measure and decide

- [ ] Divide your dials by meetings set and compare it with the 78 dials per appointment our sales center averaged on fire protection calls (national, as of October 2026).
- [ ] Put a return date on every "not now", tied to the contract or budget date they gave you.
- [ ] Before you hire, price an in-house rep with the Allentown pay figures in this report.
- [ ] Keep what worked, rewrite the line that drew the most pushback, and run the next 30 days.

0 of 15 steps done

Sources and notes

- U.S. Census Bureau, County Business Patterns 2023: business sites by category, size and county, Allentown-Bethlehem-Easton, PA-NJ.
- U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1: contractor establishments, one-year change and concentration (location quotient).
- Projects: named public sources linked on each card, current as of 2026-09.
- Anchor owners: sources linked on each card, checked 2026-10.
- NOAA NCEI Storm Events Database, 2015 to 2024: hail and damaging wind reports by month across the metro's counties.
- NOAA NCEI nClimDiv county monthly series, 1991-2020 averages: degree days and average highs by month.
- Abstrakt sales center, Performance Intelligence, national, as of October 2026: dials, appointments, proposals and wins by trade. Method.
- Abstrakt territory record counts, as of October 2026: decision-maker records per program in the Allentown-Bethlehem-Easton territory.
- U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025: Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091).
- Cover photo: Downtown Allentown at dusk with the PPL Building lit, by Raymond Kotewicz on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

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