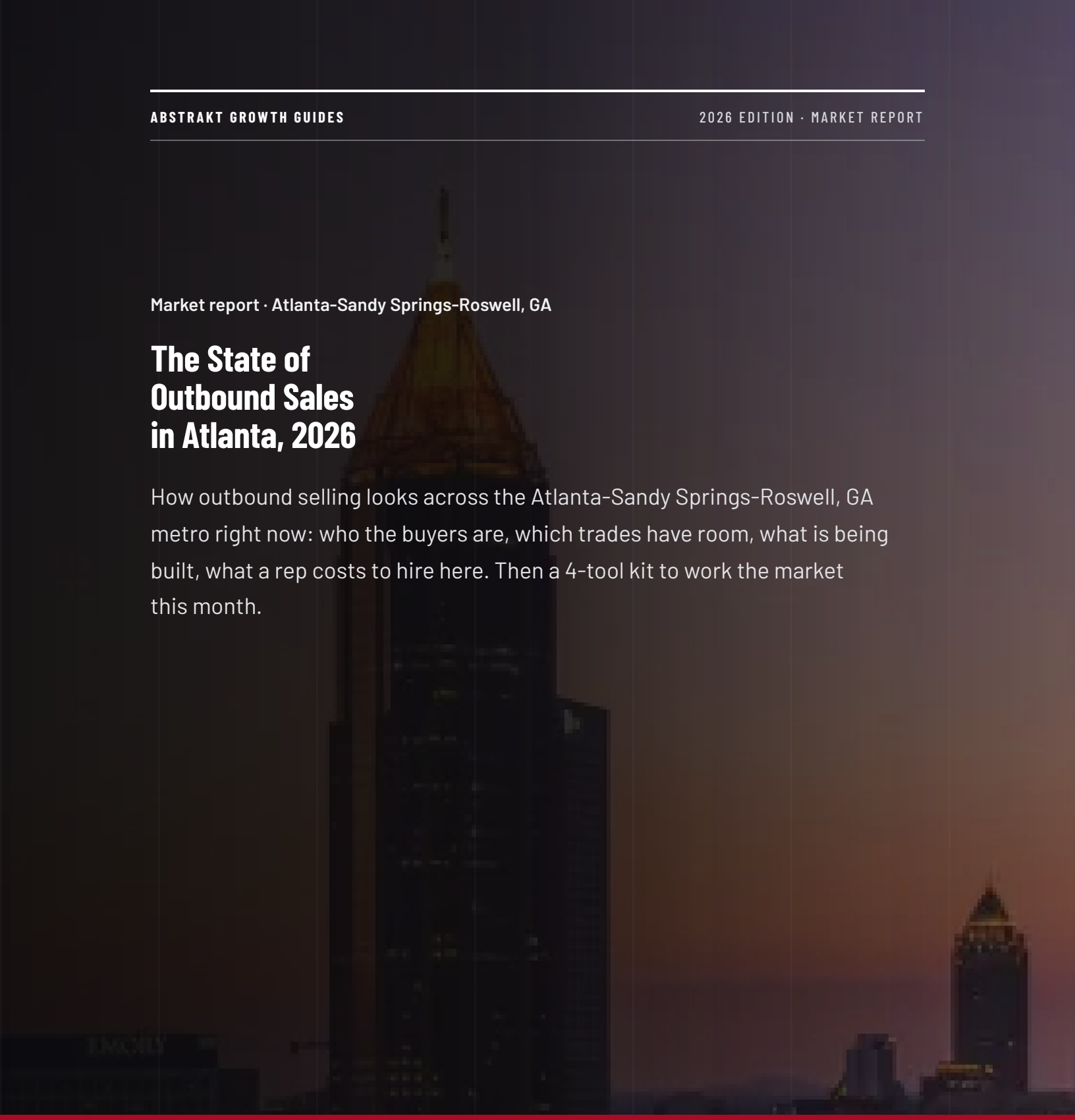


Market report · Atlanta-Sandy Springs-Roswell, GA

# The State of Outbound Sales in Atlanta, 2026

How outbound selling looks across the Atlanta-Sandy Springs-Roswell, GA 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.

**14,502**

business sites with 20+ people across the categories trades sell to, #6 of our 100 metros

**3.9**

buyer sites per commercial landscaping contractor, #42 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 Atlanta

1

**Biggest buyer pool**

### Restaurants: 4,531 sites

with 20 or more people, the largest buyer category in Atlanta-Sandy Springs, ahead of retail stores (2,971).

2

**Where the metro leans**

### Warehousing and distribution: 1.54x the U.S. mix

Also over-represented: nonresidential building owners (1.51x) and commercial property managers (1.41x). Trades that serve these buyers have more of them here than the national average suggests.

3

**Most room**

### Commercial Landscaping: #42 of 100 markets

3.9 buyer sites with 20+ people for each of 2,056 local commercial landscaping contractors. The most crowded is commercial electrical, #92 of 100.

4

**Biggest reason to call**

### Data-Center Construction Wave, 2,076MW under construction

Ongoing, facilities lease as soon as they deliver (2% vacancy). One of 2 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 Atlanta-Sandy Springs

02 THE COMPETITION — Which trades have the most room in Atlanta

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

04 THE CALENDAR — The Atlanta selling calendar

05 THE NUMBERS — What one meeting takes, trade by trade

06 BUILD OR BUY — What an in-house SDR costs in Atlanta

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 2026-07; 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 Atlanta-Sandy Springs

14,502 business sites in Atlanta-Sandy Springs have 20 or more people on site in the categories commercial trades sell to. That ranks #6 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 Atlanta-Sandy Springs, top 10 categories**

| CATEGORY | SITES WITH 20+ | ALL SITES | VS. U.S. MIX | 1-YR CHANGE |
|---|---|---|---|---|
| **Restaurants** LARGEST POOL | **4,531** | 13,369 | 1.05x | +178 |
| Retail stores | **2,971** | 18,625 | 0.95x | -485 |
| Medical, dental and outpatient offices | **1,639** | 14,357 | 1.16x | +600 |
| Wholesale distributors | **1,409** | 8,164 | 0.93x | -143 |
| Manufacturing plants | **1,268** | 4,023 | 0.90x | -23 |
| Grocery stores | **530** | 2,734 | 0.97x | -17 |
| Senior living and nursing | **382** | 796 | 0.55x | +24 |
| Churches and religious organizations | **382** | 3,092 | 0.67x | -17 |
| Bank and credit union offices | **337** | 3,299 | 0.98x | +29 |
| Trucking companies | **333** | 3,346 | 0.99x | -272 |

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.

Atlanta-Sandy Springs leans toward warehousing and distribution (1.54x), nonresidential building owners (1.51x) and commercial property managers (1.41x). 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.

It is thinner than the U.S. mix in colleges and universities (0.54x) and senior living and nursing (0.55x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: medical, dental and outpatient offices (+600), restaurants (+178) and warehousing and distribution (+67). New sites have no incumbent vendor yet.

**The metro**

Atlanta-Sandy Springs-Roswell, GA: 28 counties in this report's counts.

Fulton County, Gwinnett County and Cobb County hold 53% of the larger business sites, so most programs start there.

## Where the sites are

**Business sites with 20+ people, by county, Atlanta-Sandy Springs**

| COUNTY | SITES WITH 20+ | SHARE OF METRO |
|---|---|---|
| **Fulton County** START HERE | **3,618** | 25% |
| Gwinnett County | **2,202** | 15% |
| Cobb County | **1,935** | 13% |
| DeKalb County | **1,501** | 10% |
| Forsyth County | **528** | 4% |
| Cherokee County | **509** | 4% |

| COUNTY | SITES WITH 20+ | SHARE OF METRO |
|---|---|---|
| Henry County | **485** | 3% |
| Clayton County | **452** | 3% |

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 625 of the metro's 14,502 sites are not assigned to a county.

02

Chapter 02 The competition

## Which trades have the most room in Atlanta

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 Atlanta figure is ranked against the other markets we track.

**How Atlanta 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 Landscaping** MOST ROOM | **#42 of 100** | 3.9 | 2,056 | -49 |
| Fire Protection | **#52 of 96** | 41 | 208 | -1 |
| Commercial Cleaning & Janitorial | **#63 of 100** | 3.4 | 1,562 | -29 |
| Commercial Painting & Coatings | **#56 of 86** | 59 | 131 | +1 |
| Commercial Flooring | **#45 of 68** | 59 | 87 | +2 |
| Paving & Asphalt | **#67 of 94** | 35 | 232 | +3 |
| Commercial Roofing | **#71 of 89** | 47 | 162 | +1 |
| Commercial Construction | **#81 of 100** | 3.0 | 1,336 | +24 |
| Commercial HVAC & Mechanical | **#83 of 100** | 7.2 | 651 | +6 |
| Managed Service Providers | **#90 of 100** | 1.4 | 5,397 | +107 |
| Commercial Electrical | **#92 of 100** | 6.2 | 1,012 | +26 |

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 landscaping (#42), fire protection (#52) and commercial cleaning & janitorial (#63) rank best in Atlanta. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial electrical is the most crowded trade here, #92 of 100: 6.2 buyer sites for each of 1,012 local electrical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-49) and commercial cleaning & janitorial (-29) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+107) and commercial electrical (+26) added them.

Open programs

Our availability workbook does not cover Atlanta 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

2 named, sourced projects and 6 anchor owners in Atlanta-Sandy Springs. 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 · 2,076MW under construction

### Data-Center Construction Wave

**Ongoing, facilities lease as soon as they deliver (2% vacancy)**

Atlanta trails only Northern Virginia in data-center inventory, and the pipeline keeps growing.

HVAC · electrical · fire protection · construction

ajc.com

02 · $3.7B and $17B proposals

### Proposed Hyperscale Campuses

**In planning/entitlement**

Multiple campus-scale proposals are moving through Georgia approvals, including one larger than three shopping malls combined. Proposals are not guarantees, but they signal where the market is heading.

HVAC · electrical · fire protection · construction

ajc.com

Projects current as of 2026-07; 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 Atlanta-Sandy Springs. One relationship with a facilities team here can cover many buildings.

**Health system · Atlanta, DeKalb County**

### Emory Healthcare

**Health system · Atlanta (Buckhead), Fulton County**

### Piedmont Atlanta Hospital

Emory Healthcare says it has more than 3,800 physicians in 70 different subspecialties at over 580 provider locations.

> Hospitals, clinics and medical office buildings spread across the metro each carry mechanical systems, life-safety systems, floors and parking that need ongoing service.

HVAC · cleaning · fire protection · flooring · electrical

**Emory Healthcare**

Piedmont describes its Peachtree Road campus in Buckhead as a 643-bed, private, not-for-profit hospital.

> A large acute-care campus on Peachtree Road runs around the clock, with heavy HVAC, cleaning, roofing and fire protection needs.

HVAC · cleaning · roofing · fire protection

**Piedmont Healthcare**

**Major employer · Atlanta, Fulton County**

## Delta Air Lines

Metro Atlanta CEO reported that Delta topped Atlanta's largest-employers list with a full-time employee count of 42,300 as of Dec. 31, 2022.

> The headquarters campus, hangars, training and support buildings near the airport carry large electrical, mechanical, roofing and pavement scopes.

electrical · HVAC · roofing · paving · cleaning

**Metro Atlanta CEO**

**Airport · Atlanta, Fulton and Clayton counties**

## Hartsfield-Jackson Atlanta International Airport (ATL)

Airports Council International rankings show Atlanta handled about 106.3 million passengers in 2025, the most of any airport.

> Terminals, concourses, parking decks and airside buildings need constant cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · electrical · paving

**CBS News Atlanta**

**Campus · Atlanta, Fulton County**

## Georgia State University

Georgia State lists 53,000+ students and operates a 100-acre downtown Atlanta campus plus five Perimeter campus locations.

> A dense downtown campus plus suburban Perimeter campuses in Clarkston, Decatur, Dunwoody, Newton and Alpharetta means classrooms, labs, housing and parking decks to clean, condition and maintain.

**Industrial park · Southwest Fulton County**

## Fulton Industrial District

The Fulton Industrial Boulevard CID says the district has more than 55 million square feet of industrial space, 1,000+ businesses and 4,800 acres of land.

> Warehouses, distribution centers and plants along Fulton Industrial Boulevard need roof replacements, dock and lot paving, electrical upgrades and sprinkler work.

cleaning · HVAC · flooring · painting

**Georgia State University**

roofing · paving · electrical · fire protection · construction

**Fulton Industrial Boulevard CID**

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, Atlanta-Sandy Springs

| TRADE | PROJECTS AND OWNERS | |
|---|---|---|
| Commercial HVAC & Mechanical |  | 7 |
| Commercial Electrical |  | 6 |
| Fire Protection |  | 5 |
| Commercial Cleaning & Janitorial |  | 5 |
| Paving & Asphalt |  | 3 |
| Commercial Roofing |  | 3 |
| Commercial Construction |  | 3 |
| Commercial Flooring |  | 2 |
| Commercial Painting & Coatings |  | 1 |

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

04

Chapter 04 The calendar

# The Atlanta selling calendar

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

## Atlanta 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 | 121 | 44 | 137 | 158 | 88 | 508 | 369 | 356 | 34 | 10 | 20 | 45 |
| **Cooling degree days** average month | 5 | 2 | 20 | 29 | 152 | 320 | 429 | 400 | 227 | 49 | 5 | 3 |
| **Heating degree days** average month | 692 | 524 | 379 | 159 | 39 | 1 | 0 | 0 | 8 | 143 | 403 | 614 |
| **Average high (°F)** average month | 53 | 58 | 65 | 74 | 81 | 87 | 89 | 88 | 83 | 74 | 64 | 56 |

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 224 hail reports of 1 inch or larger and 1,666 damaging wind reports across the metro's counties from 2015 to 2024: #20 of 100 markets for hail and #6 for wind. June, July and August carried 65% of the reports. Storm calls are a real door-opener here, and the contractor who is already known before the season gets the inspection.

The metro averages 1,641 cooling degree days a year (#30 of 97 markets) and 2,962 heating degree days (#68 of 97). Cooling load peaks in June, July, August and September; 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.

9 months average a high of 60°F or more (March, April, May, June, July, August, September, October and November). 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.

> "Roofing demand spikes after hail and wind events, when owners want an inspection and documentation for their insurer, so be the known contractor before the storm, not one of many calling after it. Planned work follows each owner's budget: inspections feed capital requests, and replacements are approved ahead of installation. Outbound runs every month, keyed to each building's roof age and budget date."
>
> — How roofing timing works, from our roofing talk track

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 Atlanta, 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 Atlanta program

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

**16,580**
Commercial Roofing

**16,580**
Commercial Construction

**10,619**
Commercial HVAC & Mechanical

**4,425**
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 Atlanta

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

The salary is the smallest part of the decision. About 33,900 people hold the role in the Atlanta-Sandy Springs-Roswell, GA 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 Atlanta 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 Fulton County, Gwinnett County and Cobb County**
  53% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 14,502 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Atlanta over-indexes on**
  warehousing and distribution (1.54x the U.S. mix), nonresidential building owners (1.51x the U.S. mix) and commercial property managers (1.41x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Emory Healthcare, Piedmont Atlanta Hospital, Delta Air Lines and Hartsfield-Jackson Atlanta International Airport (ATL).
- [ ] **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 Georgia 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: 4,531 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.

### Medical, dental and outpatient offices: 1,639 sites here

*From our landscaping talk track. Patient access and safety. Many practices lease, so the landlord or property manager is often the buyer.*

1. **Do you own the building, or does a landlord or property manager handle the grounds?**
   Many practices lease, so this tells you whether to keep selling here or move to the landlord.

### Retail stores: 2,971 sites here

*From our painting talk track. Night work that does not close the store. Chains often run repaints as multi-site programs from regional facilities.*

1. **Is painting bought store by store or through a regional or national remodel program?**
   Program work needs a different contact and often a vendor registration process.
2. **Can the work be done overnight without closing the store?**
   Night work capability is often the deciding factor for retail painting.
3. **Are remodels, brand refreshes or new stores planned in this area?**
   Planned programs give you a timeline and a defined scope.

### 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.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

2. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
3. **When does the current grounds contract end?**
   The date sets your follow-up timing.
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.

- [ ] **Data-Center Construction Wave**

  Ongoing, facilities lease as soon as they deliver (2% vacancy). Atlanta trails only Northern Virginia in data-center inventory, and the pipeline keeps growing.

- [ ] **Proposed Hyperscale Campuses**

  In planning/entitlement. Multiple campus-scale proposals are moving through Georgia approvals, including one larger than three shopping malls combined. Proposals are not guarantees, but they signal where the market is heading.

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

  65% of the 1,890 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.

- [ ] **Cooling season: June, July, August and September**

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

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

  QCEW counted 600 more medical, dental and outpatient offices in Atlanta-Sandy Springs than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 178 more restaurants in Atlanta-Sandy Springs than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 6 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 Fulton County, Gwinnett County and Cobb County, which hold 53% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and medical, dental and outpatient offices.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Emory Healthcare and Piedmont Atlanta Hospital at the top.

Week 2

### Check the rules, then write the talk track

- [ ] Look up the calling laws for Georgia 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: data-Center Construction Wave.
- [ ] 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 Atlanta 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, Atlanta-Sandy Springs-Roswell, GA.
- 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 2026-07.
- 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 Atlanta 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: Atlanta skyline at sunset, by Brad Huchteman on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.


Keep reading

**Market page**
**Appointment setting in Atlanta**

**Territory**
**Check whether your trade is open in Atlanta**

**Benchmarks**
**The full sales center benchmarks and method**

**Calculator**
**Run the in-house SDR numbers yourself**

**Nearby market**
**The State of Outbound Sales in Greenville**


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