Market report · Charlotte-Concord-Gastonia, NC-SC

# The State of Outbound Sales in Charlotte, 2026

How outbound selling looks across the Charlotte-Concord-Gastonia, NC-SC 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.

**7,188**

business sites with 20+ people across the categories trades sell to, #18 of our 100 metros

**85**

buyer sites per commercial painting contractor, #14 of 86 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 Charlotte

1

**Biggest buyer pool**

### Restaurants: 2,123 sites

with 20 or more people, the largest buyer category in Charlotte-Concord, ahead of retail stores (1,479).

2

**Where the metro leans**

### Trucking companies: 1.35x the U.S. mix

Also over-represented: wholesale distributors (1.24x) and hosting and data processing companies (1.20x). Trades that serve these buyers have more of them here than the national average suggests.

3

**Most room**

### Commercial Painting & Coatings: #14 of 86 markets

85 buyer sites with 20+ people for each of 45 local commercial painting contractors. The most crowded is commercial flooring, #62 of 68.

4

**Biggest reason to call**

### PowerHouse Charlotte, up to 1.5 million sq ft

Under construction. 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.

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

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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 Charlotte-Concord

7,188 business sites in Charlotte-Concord have 20 or more people on site in the categories commercial trades sell to. That ranks #18 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 Charlotte-Concord, top 10 categories**

| CATEGORY | SITES WITH 20+ | ALL SITES | VS. U.S. MIX | 1-YR CHANGE |
|---|---|---|---|---|
| **Restaurants** LARGEST POOL | **2,123** | 5,738 | 1.06x | +347 |
| Retail stores | **1,479** | 8,197 | 1.04x | +311 |
| Manufacturing plants | **855** | 2,341 | 1.04x | +58 |
| Wholesale distributors | **719** | 3,683 | 1.24x | +439 |
| Medical, dental and outpatient offices | **709** | 5,179 | 0.93x | +507 |
| Grocery stores | **309** | 960 | 0.77x | +35 |
| Senior living and nursing | **237** | 479 | 0.73x | +54 |
| Churches and religious organizations | **208** | 2,077 | 0.66x | +15 |
| Bank and credit union offices | **196** | 1,447 | 1.16x | +95 |
| Hotels | **169** | 434 | 1.01x | +27 |

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.

Charlotte-Concord leans toward trucking companies (1.35x), wholesale distributors (1.24x) and hosting and data processing companies (1.20x). 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 churches and religious organizations (0.66x) and senior living and nursing (0.73x). 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 (+507), wholesale distributors (+439) and restaurants (+347). New sites have no incumbent vendor yet.

**The metro**

Charlotte-Concord-Gastonia, NC-SC: 11 counties in this report's counts.

Mecklenburg County, York County and Cabarrus County hold 67% of the larger business sites, so most programs start there.

## Where the sites are

**Business sites with 20+ people, by county, Charlotte-Concord**

| COUNTY | SITES WITH 20+ | SHARE OF METRO |
|---|---|---|
| **Mecklenburg County** START HERE | **3,662** | 51% |
| York County, South Carolina | **603** | 8% |
| Cabarrus County | **561** | 8% |
| Gaston County | **540** | 8% |
| Iredell County | **519** | 7% |

| COUNTY | SITES WITH 20+ | SHARE OF METRO |
|---|---|---|
| Union County | **405** | 6% |
| Rowan County | **288** | 4% |
| Lancaster County, South Carolina | **162** | 2% |

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 232 of the metro's 7,188 sites are not assigned to a county.

02

Chapter 02 The competition

## Which trades have the most room in Charlotte

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 Charlotte figure is ranked against the other markets we track.

**How Charlotte 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 Painting & Coatings** MOST ROOM | **#14 of 86** | 85 | 45 | +2 |
| Fire Protection | **#35 of 96** | 47 | 91 | +2 |
| Commercial Roofing | **#41 of 89** | 69 | 55 | +3 |
| Commercial HVAC & Mechanical | **#50 of 100** | 9.8 | 241 | +8 |
| Commercial Construction | **#61 of 100** | 3.9 | 539 | +49 |
| Paving & Asphalt | **#64 of 94** | 37 | 100 | +9 |
| Commercial Cleaning & Janitorial | **#70 of 100** | 3.3 | 810 | +37 |
| Commercial Landscaping | **#70 of 100** | 3.2 | 1,180 | +73 |
| Commercial Electrical | **#76 of 100** | 8.4 | 369 | +35 |
| Managed Service Providers | **#80 of 100** | 1.7 | 2,338 | +156 |
| Commercial Flooring | **#62 of 68** | 42 | 52 | +5 |

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 painting & coatings (#14), fire protection (#35) and commercial roofing (#41) rank best in Charlotte. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial flooring is the most crowded trade here, #62 of 68: 42 buyer sites for each of 52 local commercial flooring contractors. Winning there takes a sharper reason to switch than a lower price.

Open programs

Our availability workbook does not cover Charlotte 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 Charlotte-Concord. 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 · up to 1.5 million sq ft

### PowerHouse Charlotte

**Under construction**

A campus of five two-story data center buildings by American Real Estate Partners in University City, Mecklenburg County, with the first building targeted for April 2027.

> Data centers carry heavy mechanical cooling, power distribution and fire suppression scopes, and buildings delivered in phases keep that work coming after the first one finishes. Each finished hall also needs specialized cleaning and grounds upkeep.

HVAC · electrical · fire protection · cleaning

**WBTV, 2026-05-11**

02 · $240 million

### Costco Distribution Center, Rock Hill

**Approved, opening 2027**

A Costco regional distribution center on 168 acres at Interstate 77 and Porter Road in Rock Hill, York County, S.C., with a 541,000 sq ft first phase planned to expand to nearly 900,000 sq ft.

> A large cross-dock building means big roof, slab and paving packages plus warehouse-scale sprinkler and lighting work ahead of a 2027 opening. The later expansion phase adds another round of the same scopes.

roofing · paving · fire protection · electrical · construction

**Bisnow Charlotte, 2025-12-03**

03

### Novant Health Wesley Chapel Medical Center

**State approved, completion expected 2030**

A 32-bed hospital with an emergency department, imaging, labor and delivery and surgical care on Weddington Road between Monroe and Wesley Chapel in Union County.

> New acute-care hospitals require medical-grade HVAC, emergency power and full sprinkler and alarm systems, with design and bidding ahead of a 2030 completion. Once open, the campus needs ongoing healthcare cleaning and grounds maintenance.

HVAC · electrical · fire protection · cleaning

**WBTV, 2026-04-16**

04 · $102 million

### FIT Precast headquarters and production facility

**Announced**

A 154,000 sq ft headquarters and concrete pipe production plant for FIT Precast in Gastonia, Gaston County, expected to create 125 jobs.

> A heavy manufacturing plant needs industrial power, process ventilation and large roof and paved yard areas for truck and product staging. Office space in the headquarters adds interior finish work.

electrical · HVAC · roofing · paving

**Office of Governor Josh Stein, 2025-11-18**

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 Charlotte-Concord. One relationship with a facilities team here can cover many buildings.

**Health system · Charlotte, Mecklenburg County**

### Atrium Health Carolinas Medical Center

Atrium Health says Carolinas Medical Center is licensed for 900+ beds and is a Level I Trauma Center.

> Atrium's flagship academic campus anchors a system of hospitals, freestanding emergency departments, urgent care and imaging centers

**Campus · Charlotte, Mecklenburg County**

### UNC Charlotte

UNC Charlotte enrolled a record 32,207 students for the fall 2025 semester.

> A growing campus with residence halls, labs, athletic venues, parking decks and grounds that need ongoing maintenance and new construction.

> across the region, all with mechanical, life-safety and cleaning needs.

HVAC · fire protection · cleaning · electrical

**Atrium Health**

HVAC · roofing · landscaping · flooring

**UNC Charlotte University Communications**

**Airport · Charlotte, Mecklenburg County**

### Charlotte Douglas International Airport

CLT served 53.6 million passengers in 2025, its second busiest year on record.

> Terminals, parking, airfield and support buildings, with ongoing construction including the Fourth Parallel Runway.

paving · HVAC · electrical · cleaning

**Charlotte Douglas International Airport**

**Major employer · Mooresville, Iredell County**

### Lowe's Store Support Center

Lowe's says its Store Support Center in Mooresville supports more than 5,000 associates.

> A corporate headquarters campus of office buildings, parking and landscaped grounds, plus a separate Lowe's tech hub in Charlotte.

cleaning · HVAC · landscaping · paving

**Lowe's Careers**

**Logistics hub · Charlotte, Mecklenburg County**

### Norfolk Southern Charlotte Regional Intermodal Facility

STV, which worked on the project, says the intermodal facility at Charlotte Douglas International Airport has the ability to support 250,000 annual cargo lifts.

> A rail-to-truck terminal on airport land with heavy-duty pavement, yard lighting and support buildings.

paving · electrical · construction

**STV**

**Public owner · Charlotte, Mecklenburg County**

### Charlotte-Mecklenburg Schools

WFAE reported that the $2.5 billion school bond Mecklenburg voters approved in 2023 will eventually cover 30 projects.

> Bond-funded new schools, replacements and renovations sit on top of a large existing portfolio of school buildings, fields and parking lots.

construction · HVAC · roofing · flooring

**WFAE**

**Retail center · Concord, Cabarrus County**

### Concord Mills

Wikipedia, citing Simon and the Charlotte Business Journal, gives Concord Mills a floor area of 1,362,404 square feet.

> An outlet mall with a large roof, surrounding parking fields and common areas that need cleaning, paving and roofing work.

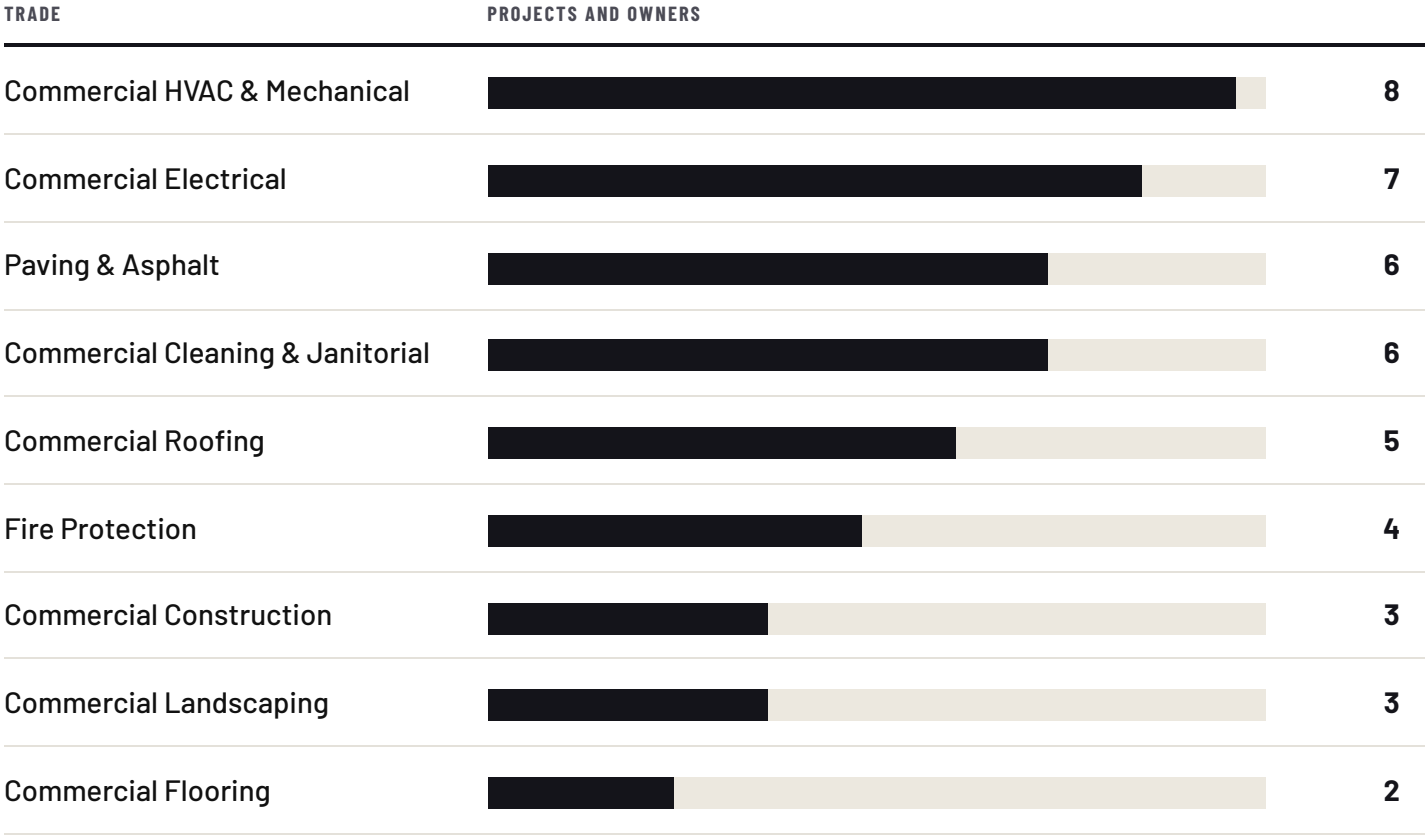
roofing · paving · cleaning · landscaping

**Wikipedia**

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, Charlotte-Concord



| TRADE | PROJECTS AND OWNERS |
|---|---|
| Commercial HVAC & Mechanical | 8 |
| Commercial Electrical | 7 |
| Paving & Asphalt | 6 |
| Commercial Cleaning & Janitorial | 6 |
| Commercial Roofing | 5 |
| Fire Protection | 4 |
| Commercial Construction | 3 |
| Commercial Landscaping | 3 |
| Commercial Flooring | 2 |

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

04

Chapter 04 The calendar

# The Charlotte selling calendar

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

## Charlotte 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 | 23 | 17 | 35 | 79 | 161 | 192 | 203 | 144 | 45 | 12 | 3 | 12 |
| **Cooling degree days** average month | 2 | 1 | 13 | 21 | 142 | 321 | 439 | 394 | 212 | 41 | 2 | 2 |
| **Heating degree days** average month | 736 | 569 | 428 | 165 | 47 | 1 | 0 | 0 | 10 | 169 | 436 | 657 |
| **Average high (°F)** average month | 52 | 56 | 64 | 73 | 80 | 87 | 90 | 88 | 82 | 73 | 63 | 55 |

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 149 hail reports of 1 inch or larger and 777 damaging wind reports across the metro's counties from 2015 to 2024: #27 of 100 markets for hail and #16 for wind. May, June and July carried 60% 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 1,587 cooling degree days a year (#32 of 97 markets) and 3,216 heating degree days (#62 of 97). Cooling load peaks in June, 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.

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 Charlotte, 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 Charlotte program

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

**6,945**
Commercial Roofing

**6,945**
Commercial Construction

**2,910**
Commercial HVAC & Mechanical

**2,034**
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 Charlotte

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

The salary is the smallest part of the decision. About 13,980 people hold the role in the Charlotte-Concord-Gastonia, NC-SC 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 Charlotte 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 Mecklenburg County, York County and Cabarrus County**
  67% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 7,188 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Charlotte over-indexes on**
  trucking companies (1.35x the U.S. mix), wholesale distributors (1.24x the U.S. mix) and hosting and data processing companies (1.20x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Atrium Health Carolinas Medical Center, UNC Charlotte, Charlotte Douglas International Airport and Lowe's Store Support Center.
- [ ] **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 North Carolina 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: 2,123 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: 1,479 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.

### Manufacturing plants: 855 sites here

*From our painting talk track. Coating performance and shutdown windows. Ask what surfaces are failing and when the next shutdown is.*

1. **Which surfaces are failing, such as floors, structural steel, tanks or equipment?**
   Failing coatings define the scope and show whether this is a specialty coatings job.

### 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. **When is the next planned shutdown?**
   Shutdown windows decide when the work happens and when you need to have the job won.
3. **Do customer or safety audits look at striping, floor markings or corrosion?**
   Audit findings create urgency and a clear reason to fund the work.
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.

- [ ] **PowerHouse Charlotte**
  Under construction. Data centers carry heavy mechanical cooling, power distribution and fire suppression scopes, and buildings delivered in phases keep that work coming after the first one finishes. Each finished hall also needs specialized cleaning and grounds upkeep.
- [ ] **Costco Distribution Center, Rock Hill**
  Approved, opening 2027. A large cross-dock building means big roof, slab and paving packages plus warehouse-scale sprinkler and lighting work ahead of a 2027 opening. The later expansion phase adds another round of the same scopes.
- [ ] **Novant Health Wesley Chapel Medical Center**
  State approved, completion expected 2030. New acute-care hospitals require medical-grade HVAC, emergency power and full sprinkler and alarm systems, with design and bidding ahead of a 2030 completion. Once open, the campus needs ongoing healthcare cleaning and grounds maintenance.
- [ ] **FIT Precast headquarters and production facility**
  Announced. A heavy manufacturing plant needs industrial power, process ventilation and large roof and paved yard areas for truck and product staging. Office space in the headquarters adds interior finish work.

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

  60% of the 926 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 and August**

  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 507 more medical, dental and outpatient offices in Charlotte-Concord than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: wholesale distributors**

  QCEW counted 439 more wholesale distributors in Charlotte-Concord than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 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 Mecklenburg County, York County and Cabarrus County, which hold 67% 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 Atrium Health Carolinas Medical Center and UNC Charlotte at the top.

Week 2

## Check the rules, then write the talk track

- [ ] Look up the calling laws for North Carolina 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: powerHouse Charlotte.
- [ ] 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 Charlotte 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, Charlotte-Concord-Gastonia, NC-SC.
- 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 Charlotte-Concord 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: Uptown Charlotte skyline at night, by Wes Hicks 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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