

Market report · Deltona-Daytona Beach-Ormond Beach, FL

The State of Outbound Sales in Daytona Beach, 2026

How outbound selling looks across the Deltona-Daytona Beach-Ormond Beach, FL 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.

1,334

business sites with 20+ people across the categories trades sell to, #91 of our 100 metros

53

buyer sites per fire protection contractor, #26 of 96 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 Daytona Beach

1

Biggest buyer pool

Restaurants: 497 sites

with 20 or more people, the largest buyer category in Deltona-Daytona Beach, ahead of retail stores (336).

2

Where the metro leans

Hospitals: 2.09x the U.S. mix

Also over-represented: golf courses and country clubs (1.75x) and hotels (1.54x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Fire Protection: #26 of 96 markets

53 buyer sites with 20+ people for each of 17 local fire protection contractors. The most crowded is commercial cleaning & janitorial, #99 of 100.

4

Biggest reason to call

Speedway Commerce Center Building III, 217,603 sq ft

Under construction, delivery expected fourth quarter 2026. One of 5 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 and notes

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 Deltona-Daytona Beach

1,334 business sites in Deltona-Daytona Beach have 20 or more people on site in the categories commercial trades sell to. That ranks #91 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 Deltona-Daytona Beach, top 10 categories

CATEGORY		SITES WITH 20+		ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants	LARGEST POOL		497	1,403	1.25x	+57
Retail stores			336	2,327	1.38x	+39
Medical, dental and outpatient offices			159	1,461	1.14x	+87
Manufacturing plants			91	444	0.98x	+30
Senior living and nursing			76	166	1.09x	-7
Grocery stores			61	273	1.15x	+18
Wholesale distributors			45	535	0.63x	+11
Hotels			38	166	1.54x	-6
Auto dealerships			32	108	1.38x	+1
Churches and religious organizations			29	319	1.08x	+5

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.

Deltona-Daytona Beach leans toward hospitals (2.09x), golf courses and country clubs (1.75x) and hotels (1.54x). 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 wholesale distributors (0.63x). 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 (+87), restaurants (+57) and retail stores (+39). New sites have no incumbent vendor yet.

The metro

Deltona-Daytona Beach-Ormond Beach, FL: 2 counties in this report's counts.

Volusia County holds 86% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Deltona-Daytona Beach

COUNTY		SITES WITH 20+	SHARE OF METRO
Volusia County	START HERE	1,149	86%
Flagler County		155	12%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 30 of the metro's 1,334 sites are not assigned to a county.

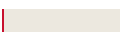
02

Chapter 02 The competition

Which trades have the most room in Daytona Beach

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 Daytona Beach figure is ranked against the other markets we track.

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

TRADE		RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Fire Protection	MOST ROOM	 #26 of 96	53	17	-1
Commercial Roofing		 #34 of 89	75	10	-3
Commercial Electrical		 #40 of 100	11	54	-3
Commercial HVAC & Mechanical		 #43 of 100	10	40	-6
Managed Service Providers		 #45 of 100	2.9	193	+4
Commercial Painting & Coatings		 #53 of 86	61	13	-3
Commercial Construction		 #71 of 100	3.5	109	+8
Paving & Asphalt		 #84 of 94	28	29	-1
Commercial Landscaping		 #97 of 100	1.9	468	0
Commercial Cleaning & Janitorial		 #99 of 100	1.6	301	+10

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.

Fire protection (#26), commercial roofing (#34) and commercial electrical (#40) rank best in Daytona Beach. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial cleaning & janitorial is the most crowded trade here, #99 of 100: 1.6 buyer sites for each of 301 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-6) and commercial roofing (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial cleaning & janitorial (+10) and commercial construction (+8) added them.

Not ranked here: commercial flooring (5 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 Daytona Beach 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

5 named, sourced projects and 6 anchor owners in Deltona-Daytona Beach.
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 · 217,603 sq ft

Speedway Commerce Center Building III

Under construction, delivery expected fourth quarter 2026

The final building of the 808,693 sq ft Speedway Commerce Center in Daytona Beach, a 217,603 sq ft industrial building with 36-foot clear heights, 32 dock doors and an ESFR sprinkler system, built for logistics, distribution, manufacturing and e-commerce tenants.

Finishing a spec industrial building means sprinkler, roofing and paving work now, then tenant buildouts of up to four office spaces and recurring building maintenance as tenants move in.

fire protection roofing paving electrical

construction

REBusinessOnline, 2026-07-02

02 · \$30 million

Halifax Health Deltona Hospital Expansion

Expansion opened April 2026

A capital expansion of Halifax Health's hospital in Deltona, West Volusia, bringing it to 90 patient beds.

More beds mean more medical-grade cleaning, HVAC and fire protection service for the hospital's expanded patient areas.

cleaning

HVAC

fire protection

flooring

The West Volusia Beacon, 2026-05-07

03 • \$7.7 million

Daytona State College Quanta-Honors and Health Technology Hall

Opened May 2026

An 18-month ground-up renovation of a 1974 building on Daytona State College's Daytona Beach campus, damaged in Hurricane Ian, into the home of the nursing program's simulation labs and the honors college.

A rebuilt academic building with simulation labs needs HVAC service, daily custodial work and floor care.

HVAC

cleaning

flooring

electrical

Hometown News Volusia, 2026-06-03

04 • 34,740 sq ft

Embry-Riddle Center for Aerospace Technology II

Completed 2026

A single-story, 34,740 sq ft research building at Embry-Riddle Aeronautical University in Daytona Beach with labs that simulate space and atmospheric conditions and a clean room.

Clean rooms and environmental test labs depend on precise HVAC and electrical systems and specialized cleaning, which means service contracts for the life of the building.

HVAC

electrical

cleaning

fire protection

Construction Owners, 2026-06-09

05

DC Blox Palm Coast Town Center Data Center

Under construction

A data center under construction in Palm Coast's Town Center in Flagler County; the city approved a first building of about 33,760 sq ft, and the company has described two single-story buildings totaling about 100,000 sq ft.

Data centers are mostly electrical and mechanical work, and a possible second building would extend that work.

electrical

HVAC

fire protection

FlaglerLive, 2026-06-19

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 Deltona-Daytona Beach. One relationship with a facilities team here can cover many buildings.

Health system · Daytona Beach, Volusia County
Halifax Health Medical
Center of Daytona Beach

Halifax Health says its Daytona Beach medical center on N. Clyde Morris Blvd. is a 767-bed hospital and runs the area's only Level II Trauma Center.

The public hospital system runs the Daytona Beach campus plus hospitals in Port Orange and Deltona, each with mechanical, life-safety, flooring and cleaning needs.

- HVAC
- cleaning
- fire protection
- flooring
- roofing

Halifax Health

Health system · Daytona Beach, Volusia County
AdventHealth Daytona Beach

WFTV reported in August 2026 that a \$220 million expansion of two towers brought the hospital to nearly 1 million square feet and 466 inpatient beds.

Newly expanded towers with intensive care and cardiovascular units add HVAC, electrical, cleaning and floor-care load on top of the existing campus.

- HVAC
- electrical
- cleaning
- flooring

WFTV

Campus · Daytona Beach, Volusia County
Embry-Riddle Aeronautical
University, Daytona Beach

Embry-Riddle describes its Daytona Beach campus as 185 acres.

Classrooms, residence halls, research labs, a wind tunnel and flight-line hangars need HVAC, electrical, cleaning and grounds work.

- HVAC
- electrical
- cleaning
- landscaping

Embry-Riddle Aeronautical University

Major employer · Daytona Beach,
Volusia County
Brown & Brown, Inc. headquarters

Wikipedia, citing the company's 2025 Form 10-K, says the insurance broker is headquartered in Daytona Beach, where it was founded in 1939, and has 22,888 employees company-wide.

A corporate headquarters office building downtown needs janitorial, HVAC, painting and parking upkeep.

- cleaning
- HVAC
- painting
- paving

Wikipedia

Logistics hub · Deltona, Volusia County

Amazon Deltona logistics campus

Hometown News Volusia reported in June 2026 that Amazon's new Deltona single distribution center spans 1 million square feet with more than 500 full-time workers, and a third facility next door is due in fall 2027.

Three large distribution buildings within one square mile mean truck courts, parking, roofs, conveyors and sprinkler systems to maintain.

- paving
- roofing
- fire protection
- electrical
- construction

Hometown News Volusia

Airport · Daytona Beach, Volusia County

Daytona Beach International Airport (DAB)

The airport says 772,170 passengers traveled through DAB in 2025, an 11% increase over 2024 and the highest passenger traffic since 1997.

The terminal, airfield and parking lots need cleaning, HVAC service and pavement work.

- cleaning
- HVAC
- paving
- electrical

Daytona Beach 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, Deltona-Daytona Beach

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		9
Commercial Electrical		8
Commercial Cleaning & Janitorial		8
Fire Protection		6
Paving & Asphalt		4
Commercial Flooring		4
Commercial Roofing		3
Commercial Construction		2

TRADE	PROJECTS AND OWNERS
Commercial Painting & Coatings	1
Commercial Landscaping	1

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

04

Chapter 04 The calendar

The Daytona Beach selling calendar

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

Daytona Beach 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	5	5	19	28	26	30	11	9	3	3	2	0
Cooling degree days average month	63	72	112	177	341	464	534	531	449	281	119	74
Heating degree days average month	269	180	104	15	0	0	0	0	0	2	80	200
Average high (°F) average month	69	72	76	81	86	90	91	91	88	83	76	71

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 58 hail reports of 1 inch or larger and 83 damaging wind reports across the metro's counties from 2015 to 2024: #53 of 100 markets for hail and #75 for wind. April, May and June carried 60% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 3,214 cooling degree days a year (#9 of 97 markets) and 851 heating degree days (#90 of 97). Cooling load peaks in May, June, July, August, September and October; heating in January, February 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.

Every month averages a high of 60°F or more, so exterior painting, paving and landscaping work is not squeezed into a short season here. The calendar that matters is each property's contract and budget date.

"HVAC outbound runs every month of the year, and the season changes the message, not the effort. In peak months calls lead with service: which units struggled, how fast the current contractor responded, and when the agreement renews. The rest of the year they lead with planned work, budgets and equipment past mid-life."

— How HVAC timing works, from our HVAC 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 Daytona Beach, 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

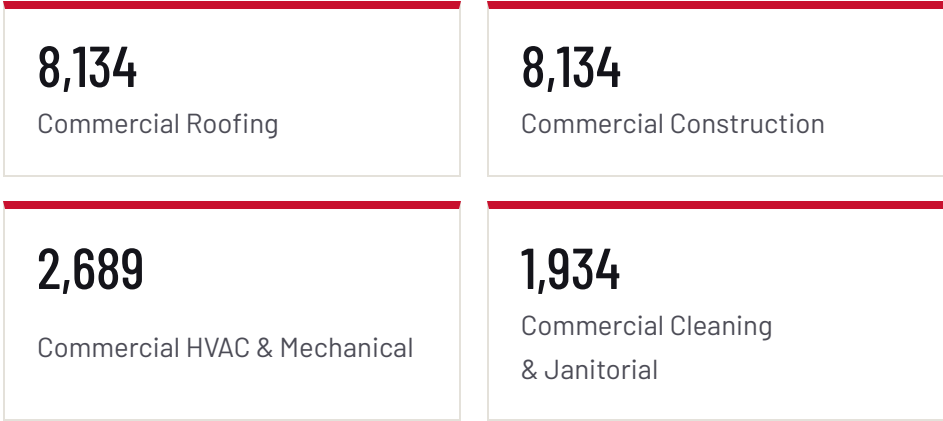
TRADE		DIALS PER APPOINTMENT	REACHED PROPOSAL	PROPOSALS WON	DIALS FOR 10 MEETINGS
Fire Protection	FASTEST TO BOOK	 78	21.6%	13.2%	about 780
Paving & Asphalt		 86	32.2%	7.4%	about 860
Commercial Landscaping		 88	18.8%	12.7%	about 880
Commercial Electrical		 96	14.6%	21.1%	about 960
Commercial HVAC & Mechanical		 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 Daytona Beach program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Orlando-Deltona-Daytona Beach territory, which reaches past the Deltona-Daytona Beach metro.



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 Daytona Beach

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

The salary is the smallest part of the decision. About 1,920 people hold the role in the Deltona-Daytona Beach-Ormond Beach, FL 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

The Daytona Beach 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 Volusia County

86% of the metro's larger business sites are in this county.

☐

It has 20 or more people on site

One of the 1,334 sites this report counts. At that size a facility lead usually owns the building decisions.

☐

It is in a category Daytona Beach over-indexes on

hospitals (2.09x the U.S. mix), golf courses and country clubs (1.75x the U.S. mix) and hotels (1.54x the U.S. mix).

☐

It belongs to an anchor owner or a named project

Halifax Health Medical Center of Daytona Beach, AdventHealth Daytona Beach, Embry-Riddle Aeronautical University, Daytona Beach and Brown & Brown, Inc. headquarters.

☐

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 Florida 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: 497 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: 159 sites here

From our HVAC talk track. Patients notice a hot waiting room. Ask how comfort complaints get handled and who owns the equipment, the practice or the landlord.

Retail stores: 336 sites here

From our roofing talk track. Leaks in front of customers. Qualify early whether the store or the landlord owns the roof.

- 1. Does the store or the landlord own the roof under your lease?**

This is the first qualifying question, since many retail roofs are the landlord's responsibility.

- 2. Where have leaks hit, the sales floor, the stockroom or around rooftop units?**

Leak location shows how much they affect customers and inventory, which drives urgency.

- 3. Is a remodel or refresh scheduled for this location?**

Remodels are when replacement or major repair gets funded and scheduled.

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.

1. Does the practice own the HVAC equipment, or is it the landlord's responsibility under the lease?

Ownership tells you whether the buyer is the practice administrator or the property manager, which changes who you meet.

2. How many locations does the group run, and is service handled by one contractor or several?

Multi-site groups often want one agreement across every office, a bigger first contract than a single suite.

3. How do patient and staff comfort complaints get handled today, and how fast?

Complaints in clinical spaces are felt immediately, and a slow response is the most common reason a practice will take another call.

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.

☐

Speedway Commerce Center Building III

Under construction, delivery expected fourth quarter 2026. Finishing a spec industrial building means sprinkler, roofing and paving work now, then tenant buildouts of up to four office spaces and recurring building maintenance as tenants move in.

☐

Halifax Health Deltona Hospital Expansion

Expansion opened April 2026. More beds mean more medical-grade cleaning, HVAC and fire protection service for the hospital's expanded patient areas.



Daytona State College Quanta-Honors and Health Technology Hall

Opened May 2026. A rebuilt academic building with simulation labs needs HVAC service, daily custodial work and floor care.



Embry-Riddle Center for Aerospace Technology II

Completed 2026. Clean rooms and environmental test labs depend on precise HVAC and electrical systems and specialized cleaning, which means service contracts for the life of the building.



DC Blox Palm Coast Town Center Data Center

Under construction. Data centers are mostly electrical and mechanical work, and a possible second building would extend that work.



Storm season: April, May and June

60% of the 141 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: May, June, July, August, September and October

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



New sites: restaurants

QCEW counted 57 more restaurants in Deltona-Daytona Beach than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 9 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 Volusia County, which holds 86% 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 Halifax Health Medical Center of Daytona Beach and AdventHealth Daytona Beach at the top.

Week 2

Check the rules, then write the talk track

- ☐ Look up the calling laws for Florida 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: speedway Commerce Center Building III.
- ☐ 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 Daytona Beach 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, Deltona-Daytona Beach-Ormond Beach, FL.
- 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 Orlando-Deltona-Daytona Beach 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: Office building by the water in Daytona Beach, by Modar Kajo 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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