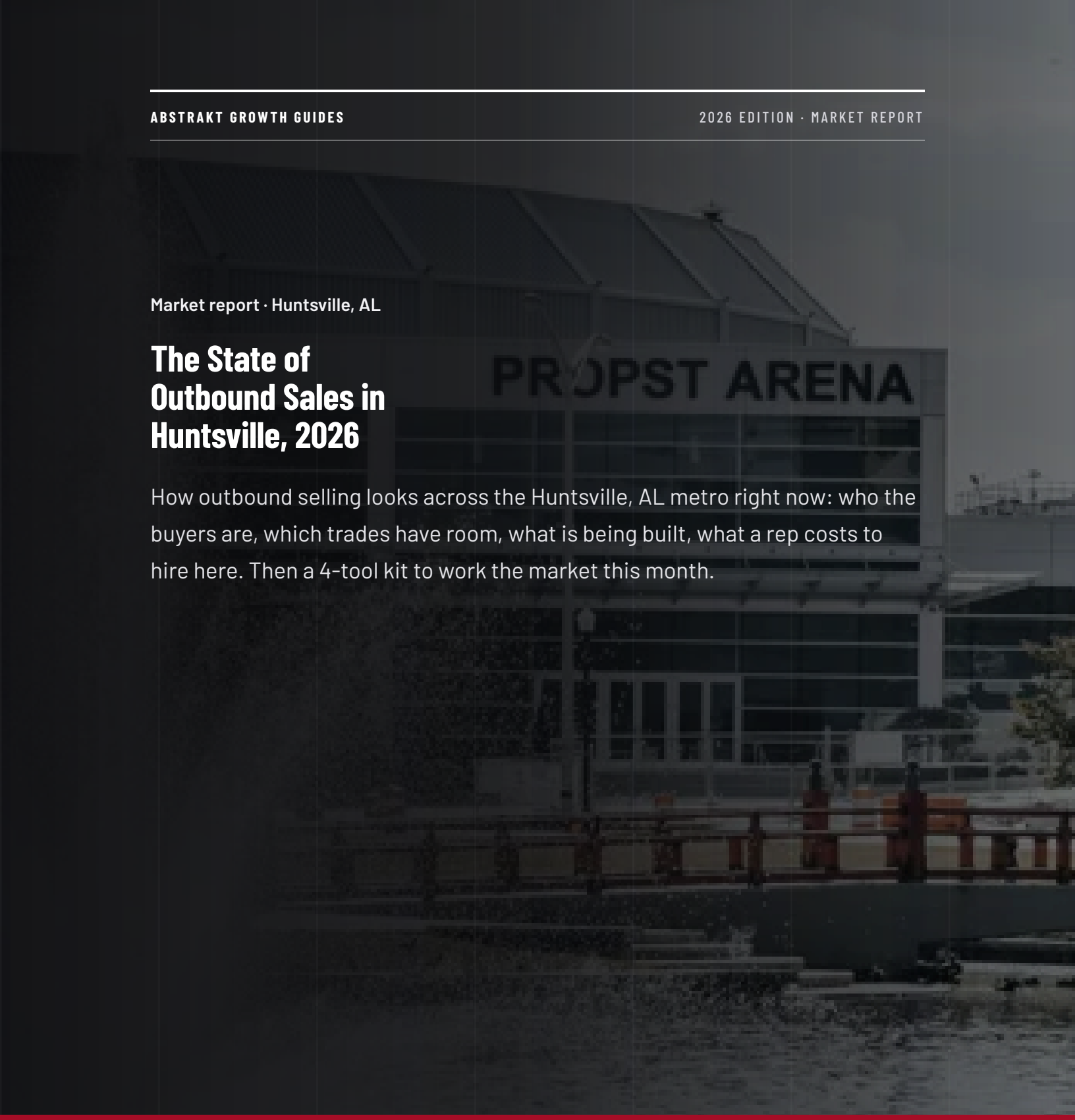


Market report · Huntsville, AL

The State of Outbound Sales in Huntsville, 2026

How outbound selling looks across the Huntsville, AL 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.

1,141
business sites with 20+ people across the categories trades sell to, #94 of our 100 metros

60
buyer sites per commercial painting contractor, #55 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 Huntsville

1

Biggest buyer pool

Restaurants: 371 sites

with 20 or more people, the largest buyer category in Huntsville, ahead of retail stores (250).

2

Where the metro leans

Hosting and data processing companies: 2.11x the U.S. mix

Also over-represented: manufacturing plants (1.35x) and apartment and residential property managers (1.35x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Painting & Coatings: #55 of 86 markets

60 buyer sites with 20+ people for each of 10 local commercial painting contractors. The most crowded is fire protection, #96 of 96.

4

Biggest reason to call

U.S. Space Command headquarters (Command and Control Facility)

Design and construction oversight awarded. One of 8 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 Huntsville

02 THE COMPETITION
Which trades have the most room in Huntsville

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

04 THE CALENDAR
The Huntsville selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

06 BUILD OR BUY
What an in-house SDR costs in Huntsville

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 Huntsville

1,141 business sites in Huntsville have 20 or more people on site in the categories commercial trades sell to. That ranks #94 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 Huntsville, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**371**	964	1.19x	+71
Retail stores	**250**	1,612	1.23x	+41
Manufacturing plants	**145**	378	1.35x	+33
Medical, dental and outpatient offices	**118**	994	1.15x	+98
Wholesale distributors	**75**	402	0.89x	+73
Churches and religious organizations	**53**	352	0.13x	+1
Senior living and nursing	**40**	110	0.85x	-1
Grocery stores	**38**	153	0.65x	+11
Bank and credit union offices	**28**	313	1.34x	+17
Auto dealerships	**26**	69	1.17x	+3

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.

Huntsville leans toward hosting and data processing companies (2.11x), manufacturing plants (1.35x) and apartment and residential property managers (1.35x). 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 (0.13x) and grocery stores (0.65x). 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 (+98), wholesale distributors (+73) and restaurants (+71). New sites have no incumbent vendor yet.

The metro

Huntsville, AL: 2 counties in this report's counts.

Madison County holds 85% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Huntsville

COUNTY	SITES WITH 20+	SHARE OF METRO
Madison County START HERE	**968**	85%
Limestone County	**150**	13%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 23 of the metro's 1,141 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Huntsville

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 Huntsville figure is ranked against the other markets we track.

How Huntsville 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	**#55 of 86**	60	10	-1
Commercial Landscaping	**#76 of 100**	2.9	212	+18
Commercial Roofing	**#72 of 89**	47	13	+1
Commercial Construction	**#84 of 100**	3.0	118	+15
Commercial Cleaning & Janitorial	**#86 of 100**	2.9	148	+7
Commercial Electrical	**#86 of 100**	7.2	70	+3
Managed Service Providers	**#94 of 100**	1.2	530	+57
Commercial Flooring	**#67 of 68**	33	10	-1
Commercial HVAC & Mechanical	**#99 of 100**	4.4	81	+5
Fire Protection	**#96 of 96**	18	37	+4

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 (#55), commercial landscaping (#76) and commercial roofing (#72) rank best in Huntsville. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Fire protection is the most crowded trade here, #96 of 96: 18 buyer sites for each of 37 local fire protection contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial painting & coatings (-1) and commercial flooring (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+57) and commercial landscaping (+18) added them.

Not ranked here: paving & asphalt (9 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 Huntsville 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

8 named, sourced projects and 7 anchor owners in Huntsville. 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

U.S. Space Command headquarters (Command and Control Facility)

Design and construction oversight awarded

The new headquarters for U.S. Space Command at Redstone Arsenal in Huntsville; the Pentagon awarded Parsons an $85 million agreement to act as owner's advisor for design and construction.

> A secure command facility carries heavy electrical, redundant mechanical and fire protection scopes, and the oversight award signals that design and construction packages are moving toward bid.

electrical · HVAC · fire protection · construction

SpaceNews, 2026-09-29

02 · $200 million

Von Braun Center North Hall expansion

Funding approved

A North Hall expansion at the Von Braun Center in downtown Huntsville, funded through a new tax increment financing district and a 1% lodging tax approved by the City Council.

> Convention hall additions need large-volume HVAC, event power, sprinklers and durable flooring, and once open they generate steady event cleaning work.

HVAC · electrical · fire protection · flooring · cleaning

WAFF 48, 2026-07-09

03 · $240 million

North Village Town Center

Construction slated to start spring 2026

More than 500,000 square feet of retail and dining anchored by Target and Home Depot at State Route 255 (Northern Bypass) and Memorial Parkway in north Huntsville.

> First stores open in 2027, so site paving, parking lots and landscaping come early, followed by roofing, storefront electrical and mechanical work across many tenant buildings.

paving · landscaping · roofing · electrical · HVAC

City of Huntsville, 2025-11-06

04 · 164,000 sq ft

Redwire Huntsville facility expansion

Announced; completion expected late 2027

A 164,000-square-foot expansion of Redwire's Huntsville facility for unmanned aircraft systems, gimbal payloads and space-related defense production, adding about 150 jobs.

> Aerospace manufacturing space needs controlled-environment HVAC, high-capacity power and fire protection, with build-out running through 2027.

HVAC · electrical · fire protection · flooring

FOX 54 via Yahoo Finance, 2026-07-20

05 · $150 million

Huntsville Hospital Madison Street Tower expansion

Topped out November 2025, interior construction, opening spring 2027

A five-story, 154,000 sq ft vertical addition to Huntsville Hospital's Madison Street Tower adding 120 private patient rooms, with Robins & Morton as general contractor.

> With the exterior complete, the job is in interior construction through spring 2027: sprinkler and fire alarm work, patient-room flooring and painting, then a terminal clean before 120 new rooms open.

construction · fire protection · flooring · painting · cleaning

Huntsville Business Journal, 2025-11-26

06

AC Hotel Research Park

Construction expected to begin soon, opening anticipated 2028

A 154-room AC Hotel by Marriott with about 4,000 sq ft of meeting space, a restaurant, bar and fitness center at Bridge Street Town Centre in Cummings Research Park.

> A new 154-room hotel goes to bid for sprinkler, flooring and painting packages ahead of a 2028 opening, and hotels with meeting space and a restaurant buy commercial cleaning for public areas and back of house.

construction · fire protection · flooring · painting · cleaning

256 Today, 2026-06-04

07 · $70 million

Chapman Middle and STEM Magnet Middle shared campus

Broke ground January 2026, opening January 2028

Huntsville City Schools' new shared campus at the Chapman Middle School site on Reuben Drive, nearly 162,000 sq ft on 29 acres, housing Chapman Middle, the STEM Magnet Middle School and Artemis Virtual Academy.

> Three schools under one new roof need fire sprinkler and alarm systems, classroom and gym flooring, interior painting and a final construction clean before the January 2028 opening.

construction · fire protection · flooring · painting · cleaning

Hville Blast, 2026-01-09

08 · $53 million (construction), about $62 million total program

New Huntsville Middle School campus

Broke ground May 2026, opening August 2028

An approximately 125,000 sq ft Huntsville City Schools middle school on 15.71 acres next to the current Huntsville Junior High, with a storm shelter gymnasium and room for 750 students.

> New construction with roofing, flooring and painting runs through 2028, then the old junior high comes down and a new football practice field and track are built on the site.

construction · roofing · flooring · painting · landscaping

Hville Blast, 2026-05-19

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 Huntsville. One relationship with a facilities team here can cover many buildings.

Health system · Huntsville, Madison County

Huntsville Hospital Health System

Huntsville Hospital Health System has 20,000 employees across its hospitals in North Alabama and southern Tennessee.

> The flagship Huntsville Hospital campus is the regional referral center and one of only three

Campus · Huntsville, Madison County

The University of Alabama in Huntsville

UAH reports an enrollment of 8,362 this year.

> A nearly 500-acre campus with 16 research centers and labs that anchors Cummings Research Park.

statewide Level I Trauma Centers, with inpatient buildings, clinics and parking.

HVAC · cleaning · fire protection · electrical

Huntsville Hospital

HVAC · cleaning · landscaping · roofing

The University of Alabama in Huntsville

Public owner · Huntsville, Madison County

Redstone Arsenal

The Arsenal has a workforce of about 45,500 people.

A federal installation hosting Army commands, NASA Marshall Space Flight Center and two FBI campuses, with offices, labs, gates and roads that keep growing.

construction · HVAC · paving · electrical

City of Huntsville

Industrial park · Huntsville, Madison County

Cummings Research Park

Cummings Research Park covers 3,843 acres.

More than 300 companies and organizations in office, lab and light-industrial buildings with surface parking and landscaped grounds.

landscaping · cleaning · HVAC · paving

Cummings Research Park

Major employer · Huntsville, Limestone County

Mazda Toyota Manufacturing USA

The City of Huntsville announced the plant would be built on 2,400 acres in the western portion of Huntsville, near I-565 and I-65.

A two-line vehicle assembly plant with production buildings, employee parking and site roads in the Limestone County part of Huntsville.

electrical · HVAC · paving · cleaning

City of Huntsville

Logistics hub · Huntsville, Madison County

International Intermodal Center, Port of Huntsville

The International Intermodal Center handled 33,745 rail lifts in 2024, up 22.3% from 2023.

An inland port next to Huntsville International Airport and Jetplex Industrial Park with a rail yard, container storage and U.S. Customs on site.

paving · electrical · roofing

Port of Huntsville (PR Newswire release)

Airport · Huntsville, Madison County

Huntsville International Airport

HSV set a passenger record in 2025 with 1.7 million passengers traveling in and out of

the airport.

> Terminal, parking and airfield run by the Port of Huntsville, which also operates the adjacent Jetplex Industrial Park.

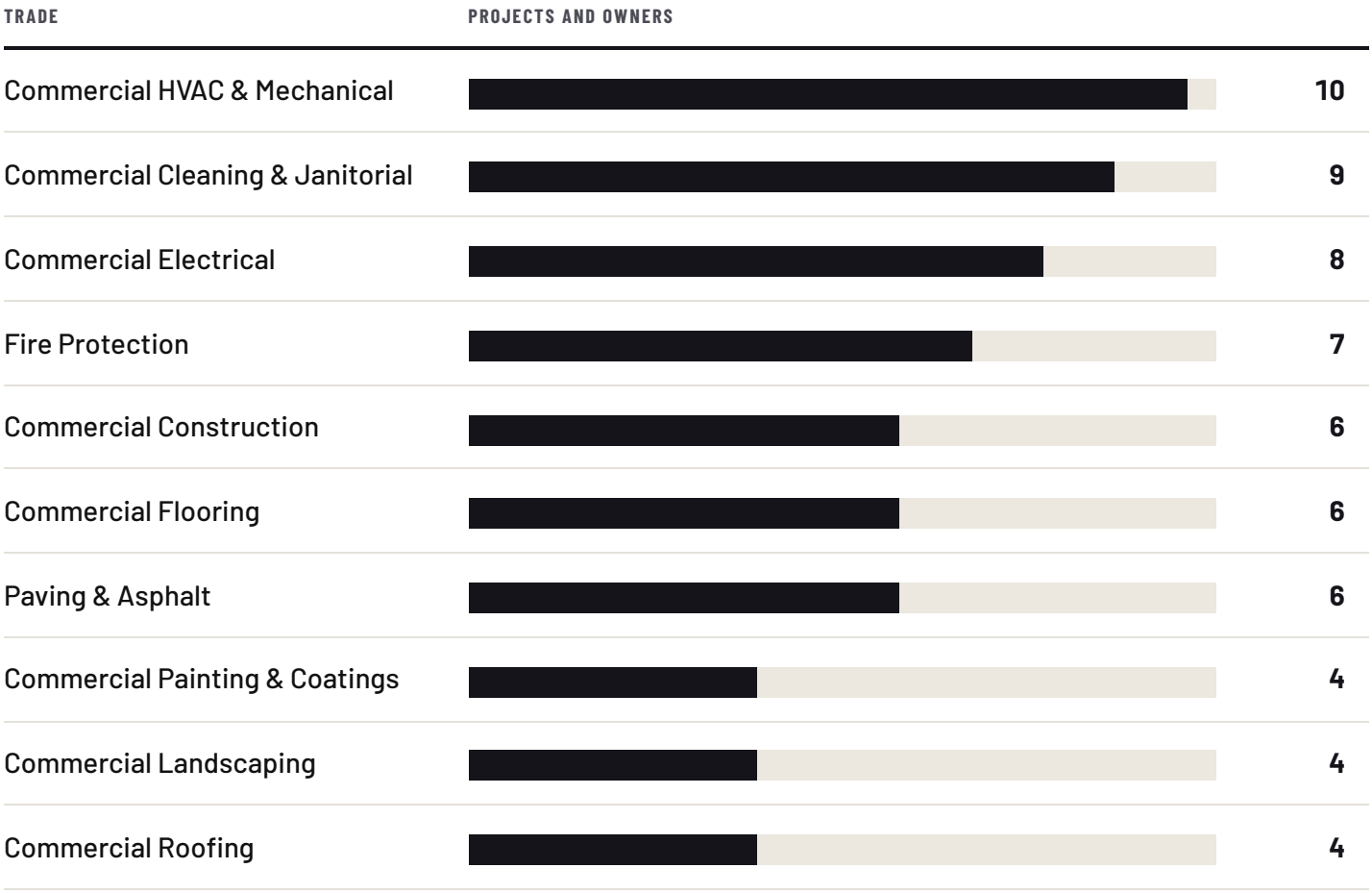
paving | cleaning | HVAC

Hville Blast

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, Huntsville



TRADE	PROJECTS AND OWNERS
Commercial HVAC & Mechanical	10
Commercial Cleaning & Janitorial	9
Commercial Electrical	8
Fire Protection	7
Commercial Construction	6
Commercial Flooring	6
Paving & Asphalt	6
Commercial Painting & Coatings	4
Commercial Landscaping	4
Commercial Roofing	4

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

04

Chapter 04 The calendar

The Huntsville selling calendar

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

Huntsville 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	12	8	58	65	94	95	53	45	18	0	11	18
Cooling degree days average month	4	2	19	32	155	329	436	408	236	55	3	2
Heating degree days average month	763	582	425	171	45	1	0	0	15	167	441	669
Average high (°F) average month	51	55	64	73	80	87	90	89	84	74	62	53

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 107 hail reports of 1 inch or larger and 370 damaging wind reports across the metro's counties from 2015 to 2024: #35 of 100 markets for hail and #45 for wind. April, May and June carried 53% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,682 cooling degree days a year (#28 of 97 markets) and 3,278 heating degree days (#60 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.

> "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 Huntsville, 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 Huntsville program

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

1,746
Commercial Roofing

1,746
Commercial Construction

753
Commercial HVAC & Mechanical

560
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 Huntsville

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

The salary is the smallest part of the decision. About 1,810 people hold the role in the Huntsville, AL 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 Huntsville 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 Madison County**
  85% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 1,141 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Huntsville over-indexes on**
  hosting and data processing companies (2.11x the U.S. mix), manufacturing plants (1.35x the U.S. mix) and apartment and residential property managers (1.35x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Huntsville Hospital Health System, The University of Alabama in Huntsville, Redstone Arsenal and Cummings Research Park.
- [ ] **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 Alabama 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: 371 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: 250 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: 145 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.

- [ ] **U.S. Space Command headquarters (Command and Control Facility)**
  Design and construction oversight awarded. A secure command facility carries heavy electrical, redundant mechanical and fire protection scopes, and the oversight award signals that design and construction packages are moving toward bid.

- [ ] **Von Braun Center North Hall expansion**
  Funding approved. Convention hall additions need large-volume HVAC, event power, sprinklers and durable flooring, and once open they generate steady event cleaning work.

- [ ] **North Village Town Center**
  Construction slated to start spring 2026. First stores open in 2027, so site paving, parking lots and landscaping come early, followed by roofing, storefront electrical and mechanical work across many tenant buildings.

- [ ] **Redwire Huntsville facility expansion**
  Announced; completion expected late 2027. Aerospace manufacturing space needs controlled-environment HVAC, high-capacity power and fire protection, with build-out running through 2027.

- [ ] **Huntsville Hospital Madison Street Tower expansion**

  Topped out November 2025, interior construction, opening spring 2027. With the exterior complete, the job is in interior construction through spring 2027: sprinkler and fire alarm work, patient-room flooring and painting, then a terminal clean before 120 new rooms open.

- [ ] **AC Hotel Research Park**

  Construction expected to begin soon, opening anticipated 2028. A new 154-room hotel goes to bid for sprinkler, flooring and painting packages ahead of a 2028 opening, and hotels with meeting space and a restaurant buy commercial cleaning for public areas and back of house.

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

  53% of the 477 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 98 more medical, dental and outpatient offices in Huntsville than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  QCEW counted 73 more wholesale distributors in Huntsville than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 10 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 Madison County, which holds 85% 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 Huntsville Hospital Health System and The University of Alabama in Huntsville at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Alabama 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: u.S. Space Command headquarters (Command and Control Facility).
- [ ] 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 Huntsville 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, Huntsville, AL.
- 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 Huntsville-Decatur-Albertville 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: Fountain in front of Propst Arena, Huntsville, Alabama, by Megan Lee 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 Huntsville

Territory
Check whether your trade is open in Huntsville

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Nashville

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