Market report · Little Rock-North Little Rock-Conway, AR

The State of Outbound Sales in Little Rock, 2026

How outbound selling looks across the Little Rock-North Little Rock-Conway, AR 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.

1,854

business sites with 20+ people across the categories trades sell to, #75 of our 100 metros

5.1

buyer sites per managed service provider, #16 of 100 markets: the best rank of any trade here

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

Executive summary Read this if nothing else

5 things to know about outbound sales in Little Rock

1

Biggest buyer pool

Restaurants: 559 sites

with 20 or more people, the largest buyer category in Little Rock-North Little Rock, ahead of retail stores (386).

2

Where the metro leans

Commercial property managers: 1.57x the U.S. mix

Also over-represented: hotels (1.49x) and golf courses and country clubs (1.48x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Managed Service Providers: #16 of 100 markets

5.1 buyer sites with 20+ people for each of 192 local managed service providers. The most crowded is paving & asphalt, #92 of 94.

4

Biggest reason to call

Eaton electrical enclosure plant, North Little Rock, $242 million

Announced. 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

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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 Little Rock-North Little Rock

1,854 business sites in Little Rock-North Little Rock have 20 or more people on site in the categories commercial trades sell to. That ranks #75 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 Little Rock-North Little Rock, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**559**	1,525	1.22x	+26
Retail stores	**386**	2,658	1.37x	-10
Medical, dental and outpatient offices	**206**	1,906	1.47x	+45
Wholesale distributors	**171**	906	1.10x	+1
Manufacturing plants	**151**	499	0.69x	-11
Senior living and nursing	**94**	152	0.94x	+1
Churches and religious organizations	**68**	638	0.71x	+4
Grocery stores	**61**	254	0.85x	+5
Auto dealerships	**52**	121	1.45x	+1
Bank and credit union offices	**47**	512	1.35x	-17

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.

Little Rock-North Little Rock leans toward commercial property managers (1.57x), hotels (1.49x) and golf courses and country clubs (1.48x). 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 manufacturing plants (0.69x) and churches and religious organizations (0.71x). 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 (+45), restaurants (+26) and grocery stores (+5). New sites have no incumbent vendor yet.

The metro

Little Rock-North Little Rock-Conway, AR: 5 counties in this report's counts.

Pulaski County, Faulkner County and Saline County hold 91% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Little Rock-North Little Rock

COUNTY	SITES WITH 20+	SHARE OF METRO
Pulaski County START HERE	**1,251**	67%
Faulkner County	**260**	14%
Saline County	**171**	9%
Lonoke County	**78**	4%
Grant County	**13**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 81 of the metro's 1,854 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Little Rock

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 Little Rock figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Managed Service Providers MOST ROOM	**#16 of 100**	5.1	192	-14
Commercial Cleaning & Janitorial	**#22 of 100**	4.7	149	+12
Commercial Landscaping	**#40 of 100**	4.0	246	+2
Commercial Construction	**#57 of 100**	4.4	126	-1
Commercial HVAC & Mechanical	**#57 of 100**	9.1	65	+1
Commercial Painting & Coatings	**#61 of 86**	56	16	0
Commercial Electrical	**#74 of 100**	8.6	91	-6
Fire Protection	**#73 of 96**	32	32	-1
Commercial Roofing	**#84 of 89**	41	21	-1
Paving & Asphalt	**#92 of 94**	23	40	+3

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.

Managed service providers (#16), commercial cleaning & janitorial (#22) and commercial landscaping (#40) rank best in Little Rock. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Paving & asphalt is the most crowded trade here, #92 of 94: 23 buyer sites for each of 40 local paving contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-14) and commercial electrical (-6) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial cleaning & janitorial (+12) and paving & asphalt (+3) added them.

Not ranked here: commercial flooring (6 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 Little Rock 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 Little Rock-North Little Rock. 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 · $242 million

Eaton electrical enclosure plant, North Little Rock

Announced

A 1-million-square-foot Eaton plant near the Galloway exit in North Little Rock that will build custom modular electrical enclosures for its Fibrebond business and employ 1,200 people.

> A million-square-foot factory means a large roof, sprinkler system, plant power distribution and paved parking and truck areas, and a 1,200-person workforce supports ongoing cleaning and grounds contracts.

roofing · fire protection · electrical · paving · cleaning

Talk Business & Politics, 2026-09-02

02 · $1 billion

Port of Little Rock hyperscale data center

Planned; operations expected 2027

A hyperscale data center on land sold by the Little Rock Port Authority in eastern Little Rock (Pulaski County), one of four hyperscale projects planned in Arkansas.

> Data centers are dominated by electrical gear, cooling plants and fire suppression, with large paved and secured sites, and a 2027 operating target puts most of that work in the next 12 to 18 months.

electrical · HVAC · fire protection · paving

Talk Business & Politics, 2026-02-15

03 · $1 billion

Conway hyperscale data center

Planned; operations expected 2027

A second hyperscale data center investment of about $1 billion in Conway, Faulkner County.

> Like the Port of Little Rock project, the work is concentrated in electrical, mechanical cooling and fire protection packages, with site paving and security fencing around the buildings.

electrical · HVAC · fire protection · paving

Talk Business & Politics, 2026-02-15

04

Clinton National Airport terminal modernization

Design under way; central utility plant due 2028, terminal work to follow

A new arrivals hall, terminal commons, baggage claim and a security checkpoint with double the capacity at Bill and Hillary Clinton National Airport in Little Rock, with J.E. Dunn and Nabholz as construction manager at risk.

> The central utility plant comes first through 2028, which is mechanical and electrical work, then the terminal itself brings new roofing, interior finishes and fire protection, and a larger terminal grows the airport's cleaning needs.

HVAC · electrical · roofing · fire protection · flooring

Arkansas Democrat-Gazette, 2026-07-26

05 · $145.6 million

Little Rock West High School

Under construction; completion March 2027, opening fall 2027

A new high school for grades 9-12 on Arkansas 10 next to Pinnacle View Middle School in west Little Rock, built for 1,200 to 1,400 students with science labs, an arena, track, baseball and softball fields and theater space.

> The final six months are interior finishes, flooring and paint, mechanical and electrical closeout, and athletic field and parking work, and the district will need custodial and grounds service once it opens.

flooring · painting · HVAC · landscaping · cleaning

Arkansas Democrat-Gazette, 2026-09-17

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 Little Rock-North Little Rock. One relationship with a facilities team here can cover many buildings.

Health system · Little Rock, Pulaski County

Baptist Health Medical Center-Little Rock

Baptist Health says Baptist Health Medical Center-Little Rock has 827 licensed beds and serves as the flagship hospital of Baptist Health.

> A large acute care campus with central plant equipment, sprinkler and alarm systems,

Campus · Conway, Faulkner County

University of Central Arkansas

Wikipedia, citing UCA's Bear Facts, gives the University of Central Arkansas 9,962 students in Fall 2025.

> A residential campus with classroom buildings, residence halls, athletic venues, parking

> medical office buildings and parking that need recurring service.

HVAC · fire protection · cleaning · electrical

Baptist Health

> and grounds.

HVAC · roofing · landscaping · flooring

Wikipedia

Public owner · Jacksonville, Pulaski County

Little Rock Air Force Base

The City of Jacksonville says Little Rock AFB is a 6,217-acre installation with a working population of approximately 7,200.

> Home of the largest fleet of C-130s, with hangars, maintenance shops, offices, housing and airfield pavement maintained under federal contracts.

construction · HVAC · paving · roofing

City of Jacksonville

Airport · Little Rock, Pulaski County

Bill and Hillary Clinton National Airport

Clinton National Airport says it welcomes two million passengers annually.

> A terminal, parking, airfield and support buildings overseen by an airport commission, which posts supplier and contractor information on its site.

paving · HVAC · cleaning · electrical

Clinton National Airport

Logistics hub · Little Rock, Pulaski County

Port of Little Rock

The Port of Little Rock says more than 40 companies operate at the port.

> A river, rail and road industrial district of plants and warehouses, with available industrial sites such as a 150-acre Thibault Road tract.

roofing · paving · electrical · construction

Port of Little Rock

Major employer · Conway, Faulkner County

Acxiom

Pulse of Conway listed Acxiom with 1,450 employees among Conway's largest employers in May 2023.

> A data and marketing technology employer with office space in Conway that needs janitorial, HVAC, electrical and parking lot service.

cleaning · HVAC · electrical · paving

Pulse of Conway

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, Little Rock-North Little Rock

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		9
Commercial Electrical		8
Paving & Asphalt		7
Commercial Cleaning & Janitorial		5
Fire Protection		5
Commercial Roofing		5
Commercial Flooring		3
Commercial Landscaping		2
Commercial Construction		2
Commercial Painting & Coatings		1

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

04

Chapter 04 The calendar

The Little Rock selling calendar

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

Little Rock 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	24	28	77	156	124	131	80	32	11	31	7	15
Cooling degree days average month	1	2	22	43	177	385	510	483	274	58	4	0
Heating degree days average month	744	558	394	142	25	0	0	0	11	137	414	674
Average high (°F) average month	51	56	64	73	81	88	92	92	85	75	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 246 hail reports of 1 inch or larger and 470 damaging wind reports across the metro's counties from 2015 to 2024: #18 of 100 markets for hail and #39 for wind. April, May and June carried 57% 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 1,958 cooling degree days a year (#25 of 97 markets) and 3,098 heating degree days (#64 of 97). Cooling load peaks in June, July, August and September; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

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

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

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

05

Chapter 05 The numbers

What one meeting takes, trade by trade

What booking a meeting has taken on our own calling floor for the trades we run in Little Rock, 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 Little Rock program

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

2,077
Commercial Roofing

2,077
Commercial Construction

799
Commercial HVAC & Mechanical

606
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 Little Rock

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

The salary is the smallest part of the decision. About 1,880 people hold the role in the Little Rock-North Little Rock-Conway, AR 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 Little Rock 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 Pulaski County, Faulkner County and Saline County**
  91% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 1,854 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Little Rock over-indexes on**
  commercial property managers (1.57x the U.S. mix), hotels (1.49x the U.S. mix) and golf courses and country clubs (1.48x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Baptist Health Medical Center-Little Rock, University of Central Arkansas, Little Rock Air Force Base and Bill and Hillary Clinton National Airport.
- [ ] **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 Arkansas 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: 559 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: 386 sites here

From our landscaping talk track. Store appearance and snow safety. In shopping centers the landlord usually controls the contract, so qualify who buys.

1. **Is this a freestanding store, or does the shopping center landlord handle the grounds?**
   In centers the landlord usually buys, so this qualifies whether you are talking to the right company.
2. **Is grounds and snow bought store by store or through a regional or national program?**
   Regional programs need a different conversation and a different contact than a single store.
3. **How is snow and ice handled before the store opens?**
   Opening-time snow coverage is a safety and liability issue that gets attention fast.

Medical, dental and outpatient offices: 206 sites here

From our MSP talk track. Patient data rules and uptime at the front desk. Ask who did the last HIPAA security risk assessment and what happens when the scheduling system goes down.

Any first meeting

Plain practice that works in every market.

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

1. **Who completed your last HIPAA security risk assessment, and when?**
   The HIPAA Security Rule expects a risk analysis. A blank or an old date is a concrete, compliance-driven reason to meet.
2. **When the practice management or imaging system goes down, who do your front desk staff call, and how fast does someone respond?**
   Downtime at the front desk is felt in canceled patients the same day, so response time is where practices notice a weak provider.
3. **How many locations do you run, and does each one have the same network and security setup?**
   Multi-location groups often grew one office at a time, and the differences between sites are the scope for a standardization project.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.
3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.
4. **When does the current contract or budget come up for review?**
   Gives you the date to plan around, even when the answer today is no.
5. **What would make a first meeting worth your time?**
   Lets the buyer set the agenda, which is the agenda they will show up for.

TOOL 03

Trigger watchlist

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

- [ ] **Eaton electrical enclosure plant, North Little Rock**
  Announced. A million-square-foot factory means a large roof, sprinkler system, plant power distribution and paved parking and truck areas, and a 1,200-person workforce supports ongoing cleaning and grounds contracts.
- [ ] **Port of Little Rock hyperscale data center**
  Planned; operations expected 2027. Data centers are dominated by electrical gear, cooling plants and fire suppression, with large paved and secured sites, and a 2027 operating target puts most of that work in the next 12 to 18 months.

- [ ] **Conway hyperscale data center**

  Planned; operations expected 2027. Like the Port of Little Rock project, the work is concentrated in electrical, mechanical cooling and fire protection packages, with site paving and security fencing around the buildings.

- [ ] **Clinton National Airport terminal modernization**

  Design under way; central utility plant due 2028, terminal work to follow. The central utility plant comes first through 2028, which is mechanical and electrical work, then the terminal itself brings new roofing, interior finishes and fire protection, and a larger terminal grows the airport's cleaning needs.

- [ ] **Little Rock West High School**

  Under construction; completion March 2027, opening fall 2027. The final six months are interior finishes, flooring and paint, mechanical and electrical closeout, and athletic field and parking work, and the district will need custodial and grounds service once it opens.

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

  57% of the 716 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 45 more medical, dental and outpatient offices in Little Rock-North Little Rock than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 26 more restaurants in Little Rock-North Little Rock 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 Pulaski County, Faulkner County and Saline County, which hold 91% 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 Baptist Health Medical Center-Little Rock and University of Central Arkansas at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Arkansas 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: eaton electrical enclosure plant, North Little Rock.
- [ ] 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 Little Rock 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, Little Rock-North Little Rock-Conway, AR.
- 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 Little Rock-North Little Rock 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: Little Rock skyline at night, by Mick Haupt 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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