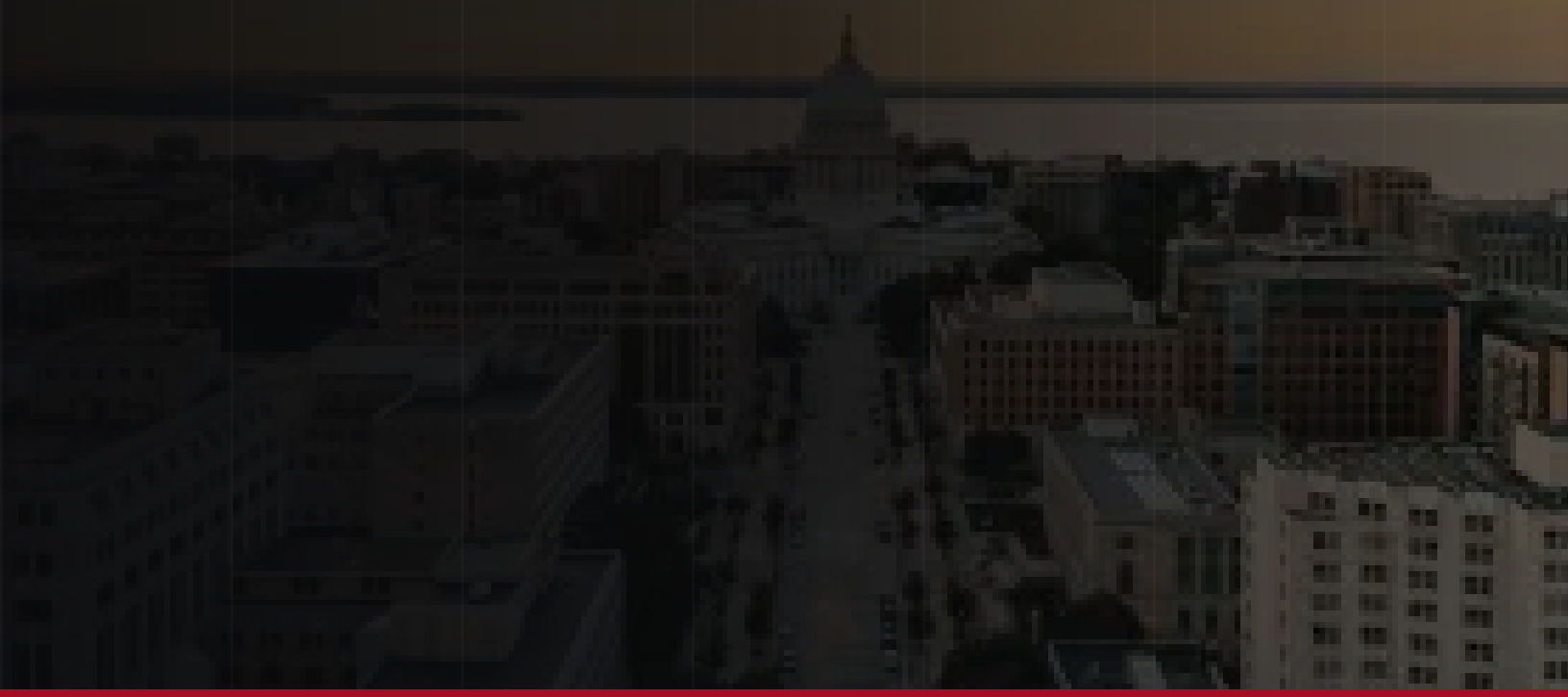
Market report · Madison, WI

The State of Outbound Sales in Madison, 2026

How outbound selling looks across the Madison, WI 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.



1,920
business sites with 20+ people across the categories trades sell to, #70 of our 100 metros

17
buyer sites per mechanical contractor, #5 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 Madison

1

Biggest buyer pool

Restaurants: 476 sites

with 20 or more people, the largest buyer category in Madison, ahead of retail stores (461).

2

Where the metro leans

Senior living and nursing: 1.71x the U.S. mix

Also over-represented: apartment and residential property managers (1.58x) and golf courses and country clubs (1.43x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial HVAC & Mechanical: #5 of 100 markets

17 buyer sites with 20+ people for each of 42 local mechanical contractors. The most crowded is commercial flooring, #44 of 68.

4

Biggest reason to call

Phillip A. Levy Engineering Hall, $419.8 million

Under construction; substantial completion December 2028. One of 11 named, sourced projects in this report.

5

Hiring locally

$124,700 for an in-house SDR's first year (illustrative)

At a $55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project

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sources as of 2026-10; 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 Madison

1,920 business sites in Madison have 20 or more people on site in the categories commercial trades sell to. That ranks #70 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 Madison, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**476**	1,626	1.20x	+24
Retail stores	**461**	2,026	1.00x	+1
Manufacturing plants	**284**	709	1.03x	-12
Wholesale distributors	**167**	760	0.92x	+18
Medical, dental and outpatient offices	**160**	1,063	0.84x	+60
Senior living and nursing	**104**	257	1.71x	+12
Grocery stores	**72**	232	0.80x	0
Hotels	**56**	140	1.25x	+1
Auto dealerships	**50**	116	1.15x	+1
Bank and credit union offices	**45**	343	1.10x	-1

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.

Madison leans toward senior living and nursing (1.71x), apartment and residential property managers (1.58x) and golf courses and country clubs (1.43x). 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 (0.19x) and private K-12 schools (0.58x). 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 (+60), restaurants (+24) and wholesale distributors (+18). New sites have no incumbent vendor yet.

The metro

Madison, WI: 4 counties in this report's counts.

Dane County, Columbia County and Green County hold 94% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Madison

COUNTY	SITES WITH 20+	SHARE OF METRO
Dane County START HERE	**1,617**	84%
Columbia County	**135**	7%
Green County	**61**	3%
Iowa County	**36**	2%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 71 of the metro's 1,920 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Madison

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 Madison figure is ranked against the other markets we track.

How Madison 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 HVAC & Mechanical MOST ROOM	**#5 of 100**	17	42	-3
Commercial Construction	**#9 of 100**	8.2	81	+1
Fire Protection	**#9 of 96**	72	16	0
Commercial Roofing	**#10 of 89**	102	11	0
Paving & Asphalt	**#16 of 94**	53	19	0
Commercial Painting & Coatings	**#17 of 86**	84	14	0
Commercial Electrical	**#31 of 100**	12	82	+4
Commercial Cleaning & Janitorial	**#47 of 100**	3.9	200	+8
Managed Service Providers	**#56 of 100**	2.6	418	+14
Commercial Landscaping	**#57 of 100**	3.5	310	+8
Commercial Flooring	**#44 of 68**	60	10	+1

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 HVAC & mechanical (#5), commercial construction (#9) and fire protection (#9) rank best in Madison. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial flooring is the most crowded trade here, #44 of 68: 60 buyer sites for each of 10 local commercial flooring contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+14) and commercial cleaning & janitorial (+8) added them.

Open programs

Our availability workbook does not cover Madison 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

11 named, sourced projects and 6 anchor owners in Madison. 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 · $419.8 million

Phillip A. Levy Engineering Hall

Under construction; substantial completion December 2028

An eight-story, 395,000-square-foot engineering building on the UW-Madison campus in Madison, replacing a building demolished in 2025.

> The state bid an $89.5 million mechanical, electrical, plumbing and fire protection package with mobilization from December 2025, so MEP and fire protection crews are busy through 2028, followed by flooring, painting and building service work.

HVAC · electrical · fire protection · flooring · painting

The Daily Reporter, 2025-10-22

02

UW Health University Row Medical Center

Under construction; completion end of 2027

A four-story outpatient clinic at 750 University Row on Madison's west side with primary care, urgent care, imaging, lab, rehabilitation and pharmacy space.

> Clinic interiors bring HVAC, electrical and fire protection work through 2027, then flooring and finish trades before patients arrive in early 2028; UW Health additions at University Hospital and East Madison Hospital are running at the same time.

HVAC · electrical · fire protection · flooring · cleaning

WisBusiness, 2025-11-10

03 · $115 million

Irving & Dorothy Levy Hall

Opened fall 2026

A 136,000-square-foot humanities building at North Park and West Johnson streets on the UW-Madison campus with 13 classrooms and a rooftop garden.

> Now open, the building moves into service contracts: custodial, HVAC maintenance, fire protection inspections and rooftop garden and grounds care.

cleaning · HVAC · fire protection · landscaping

C.D. Smith Construction, 2026-09-23

04 · $507 million

Madison Metropolitan School District 2024 Facilities Referendum

Phase 1 under construction since March 2026; new buildings due 2027

Rebuilds or renovations of 10 of the district's oldest schools across seven Madison sites, starting with new buildings for Black Hawk/Gompers on the far North Side and Sherman/Shabazz on the North Side.

> The new North Side buildings are under construction through 2027, then the old schools come down and the lawns are rebuilt on their footprint, with a second phase of referendum projects to follow. Building envelope, roofing, flooring, painting and site and grounds work all run through the program.

construction · roofing · flooring · painting · landscaping

Madison365, 2026-09-24

05

Imagination Center at Reindahl Park

Opened September 2026

Madison Public Library's 10th branch and a four-season park pavilion at 1814 Parkside Drive in Reindahl Park on Madison's northeast side.

> With the library and pavilion now open, the city buys ongoing custodial, HVAC maintenance and park grounds care for a building used year-round.

cleaning · HVAC · landscaping

Madison365, 2026-09-21

06 · $33.9 million

John Nolen Drive Reconstruction

Under construction; contract completion July 2027

Reconstruction of the John Nolen Drive causeway along Lake Monona between the Madison Beltline and downtown, starting with the stretch from East Lakeside Street to South Broom Street.

> The contract covers milling, grading and new asphalt and concrete paving, six reconstructed causeway bridges and three new bike and pedestrian bridges, new traffic signals and lighting, and a rebuilt shoreline, with the Madison LakeWay waterfront project expected to follow in 2027.

paving · construction · electrical · landscaping

Finance & Commerce, 2025-09-18

07

The Greenline

Under construction; first phase expected to finish in 2028

Galway Companies' mixed-use village on about 12.5 acres along West Broadway in Monona, with close to 700 apartments, about 25,000 square feet of ground-floor commercial space and a 1.5-acre city park; the first phase replaces the Broadway Building at 1709 W. Broadway.

> Phase one is two six-story buildings with about 357 apartments, covered parking and surface lots for retail, so shell, roofing, interior finish and lot paving work runs into 2028, with a second two-building phase planned next door.

construction · roofing · painting · flooring · paving

Wisconsin State Journal, 2026-09-30

08 · nearly 800,000 sq ft

Sub-Zero Verona Distribution Warehouse

Proposed; Verona plan commission review October 2026

A proposed Sub-Zero distribution warehouse on about 80 acres of farmland south of Whalen Road, expanding the business park on Verona's southeast side.

> If approved, a building this size means steel and tilt-up shell work, a very large low-slope roof, warehouse sprinklers, electrical service for a 24-hour operation and truck courts and lots sized for about 70 truck trips a day.

construction · roofing · fire protection · electrical · paving

Wisconsin State Journal, 2026-09-29

09 · $58 million

YMCA of Dane County Fitchburg Facility

Construction starting September 2026; opening early 2028

A 97,200-square-foot YMCA on McKee Road in Fitchburg with two pools, two gymnasiums, a childcare center for up to 100 children and a 10,000-square-foot Access Community Health Centers clinic, replacing Madison's West YMCA.

> The build runs through 2027 with a new roof, interior painting across gyms, pools and childcare rooms, pool HVAC and a large parking lot behind the building; once open in 2028 a facility with pools, childcare and a clinic needs daily custodial service.

roofing · painting · paving · HVAC · cleaning

Wisconsin State Journal, 2026-06-24

10 · 58,000 square feet

UW Health, UnityPoint Health-Meriter and Lifepoint Rehabilitation hospital, Fitchburg

Under construction; completion early 2027

A free-standing 40-private-room inpatient rehabilitation hospital at 5094 Greenmarket Place, at Lacy Road and Highway 14 in Fitchburg, built by Findorff.

> Interior trades are on site into early 2027: sprinkler and fire alarm systems for an inpatient hospital, patient-room and therapy-gym flooring, and mechanical and electrical fit-out for a 40-room hospital that Lifepoint will operate day to day.

construction · fire protection · flooring · HVAC · electrical

WKOW 27 News, 2025-10-30

11 · $163.2 million

Science Hall renovation, UW-Madison

Renovation set to begin in 2027

Renovation of the five-story, 98,000-square-foot Science Hall at Park and Langdon streets on the UW-Madison campus, a building on the National Register of Historic Places, into a hub for geography, environmental studies and geospatial science.

> Work starting in 2027 covers a roof replacement, masonry and terracotta repair, window upgrades, HVAC and mechanical system upgrades, and interior rebuilds that remove non-historic partitions for new labs and gathering space.

construction · roofing · HVAC

UW-Madison News, 2026-05-21

Projects current as of 2026-10; 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 Madison. One relationship with a facilities team here can cover many buildings.

Health system · Madison, Dane County

UW Health

UW Health reports more than 4 million appointments a year through its outpatient clinics, and all three of its Madison hospitals were undergoing renovations as of November 2025.

Campus · Madison, Dane County

University of Wisconsin-Madison

UW-Madison reported total enrollment of 51,865 for the fall 2025 semester.

> Operates a large urban campus of academic, research, residence and athletic buildings with

> Runs University Hospital, East Madison Hospital, American Family Children's Hospital and a clinic network, all with HVAC, life-safety, cleaning and parking needs.

HVAC · fire protection · cleaning · electrical

WMTV 15 News

> constant roofing, mechanical, flooring and grounds work.

HVAC · roofing · flooring · landscaping · cleaning

University of Wisconsin-Madison News

Major employer · Verona, Dane County

Epic Systems Corporation

Epic Systems had 14,000 employees in 2025 and is headquartered at 1979 Milky Way in Verona.

> Runs a large corporate campus of office buildings, landscaped grounds and parking that needs ongoing cleaning, grounds care and building systems work.

cleaning · landscaping · HVAC · paving

Wikipedia

Major employer · Madison, Dane County

American Family Insurance

American Family Mutual Insurance Company is headquartered in Madison and reported 13,500 employees company-wide in 2022.

> Headquarters office campus with occupied-building cleaning, HVAC, electrical and grounds needs.

cleaning · HVAC · electrical · landscaping

Wikipedia

Industrial park · Madison, Dane County

Center for Industry & Commerce

The city-run park on U.S. Highway 51 next to the airport's air and ground shipping terminal lists 2.5 and 3.43 acre parcels as available.

> Industrial-zoned lots where new buildings bring site work, paving, power and fire protection, then recurring lot and grounds maintenance.

construction · paving · electrical · fire protection

City of Madison

Airport · Madison, Dane County

Dane County Regional Airport

The airport served nearly 2.5 million passengers in 2025, its most ever and a 6% increase from 2024.

> County-owned terminal, parking garage, hangars and airfield pavement that need mechanical, roofing, paving and cleaning work.

paving · HVAC · roofing · cleaning

WMTV 15 News

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, Madison

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		12
Commercial Cleaning & Janitorial		9
Commercial Electrical		8
Commercial Construction		7
Fire Protection		7
Commercial Roofing		7
Paving & Asphalt		7
Commercial Landscaping		7
Commercial Flooring		6
Commercial Painting & Coatings		4

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

04

Chapter 04 The calendar

The Madison selling calendar

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

Madison 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	0	2	8	32	76	101	108	28	43	13	10	0
Cooling degree days average month	0	0	1	0	39	135	219	173	44	3	0	0
Heating degree days average month	1,431	1,179	957	564	254	51	15	34	135	482	858	1,252
Average high (°F) average month	27	32	44	57	70	79	82	80	73	60	45	32

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 164 hail reports of 1 inch or larger and 257 damaging wind reports across the metro's counties from 2015 to 2024: #26 of 100 markets for hail and #53 for wind. May, June and July carried 68% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 613 cooling degree days a year (#73 of 97 markets) and 7,213 heating degree days (#5 of 97). Cooling load peaks in June, July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

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

6 months average a high of 60°F or more (May, June, July, August, September and October). 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 Madison, 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 Madison program

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

2,439
Commercial Roofing

2,439
Commercial Construction

1,057
Commercial HVAC & Mechanical

770
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 Madison

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

The salary is the smallest part of the decision. About 4,060 people hold the role in the Madison, WI 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 Madison 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 Dane County, Columbia County and Green County**
  94% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 1,920 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Madison over-indexes on**
  senior living and nursing (1.71x the U.S. mix), apartment and residential property managers (1.58x the U.S. mix) and golf courses and country clubs (1.43x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  UW Health, University of Wisconsin-Madison, Epic Systems Corporation and American Family Insurance.
- [ ] **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 Wisconsin 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: 476 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: 461 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.

Manufacturing plants: 284 sites here

From our HVAC talk track. Production uptime and energy. Ask how cooling issues affect the line.

1. **Where does cooling or ventilation actually touch production, in process cooling, make-up air or the control rooms?**
   This separates comfort cooling from equipment that affects output, and output is where the plant spends money quickly.

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 was the last time a mechanical issue slowed or stopped a line?**
   A recent incident gives you the cost of failure in the plant's own words, which justifies a preventative program.

3. **When are your planned shutdowns, and does HVAC work get scheduled into them?**
   Shutdown windows are when real work gets done, so knowing them tells you when a proposal needs to be approved.

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.

- [ ] **Phillip A. Levy Engineering Hall**
  Under construction; substantial completion December 2028. The state bid an $89.5 million mechanical, electrical, plumbing and fire protection package with mobilization from December 2025, so MEP and fire protection crews are busy through 2028, followed by flooring, painting and building service work.

- [ ] **UW Health University Row Medical Center**
  Under construction; completion end of 2027. Clinic interiors bring HVAC, electrical and fire protection work through 2027, then flooring and finish trades before patients arrive in early 2028; UW Health additions at University Hospital and East Madison Hospital are running at the same time.

- [ ] **Irving & Dorothy Levy Hall**

  Opened fall 2026. Now open, the building moves into service contracts: custodial, HVAC maintenance, fire protection inspections and rooftop garden and grounds care.

- [ ] **Imagination Center at Reindahl Park**

  Opened September 2026. With the library and pavilion now open, the city buys ongoing custodial, HVAC maintenance and park grounds care for a building used year-round.

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

  68% of the 421 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.

- [ ] **New sites: restaurants**

  QCEW counted 24 more restaurants in Madison than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Madison Metropolitan School District 2024 Facilities Referendum**

  Phase 1 under construction since March 2026; new buildings due 2027. The new North Side buildings are under construction through 2027, then the old schools come down and the lawns are rebuilt on their footprint, with a second phase of referendum projects to follow. Building envelope, roofing, flooring, painting and site and grounds work all run through the program.

- [ ] **John Nolen Drive Reconstruction**

  Under construction; contract completion July 2027. The contract covers milling, grading and new asphalt and concrete paving, six reconstructed causeway bridges and three new bike and pedestrian bridges, new traffic signals and lighting, and a rebuilt shoreline, with the Madison LakeWay waterfront project expected to follow in 2027.

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

  QCEW counted 60 more medical, dental and outpatient offices in Madison 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 Dane County, Columbia County and Green County, which hold 94% 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 UW Health and University of Wisconsin-Madison at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Wisconsin 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: phillip A. Levy Engineering Hall.
- [ ] 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 Madison 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, Madison, WI.
- 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 2026-10.
- 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 Madison-Janesville-Beloit 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: Downtown Madison and the Wisconsin State Capitol at sunset, by Josh Sorenson 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 Madison

Territory
Check whether your trade is open in Madison

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Milwaukee

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