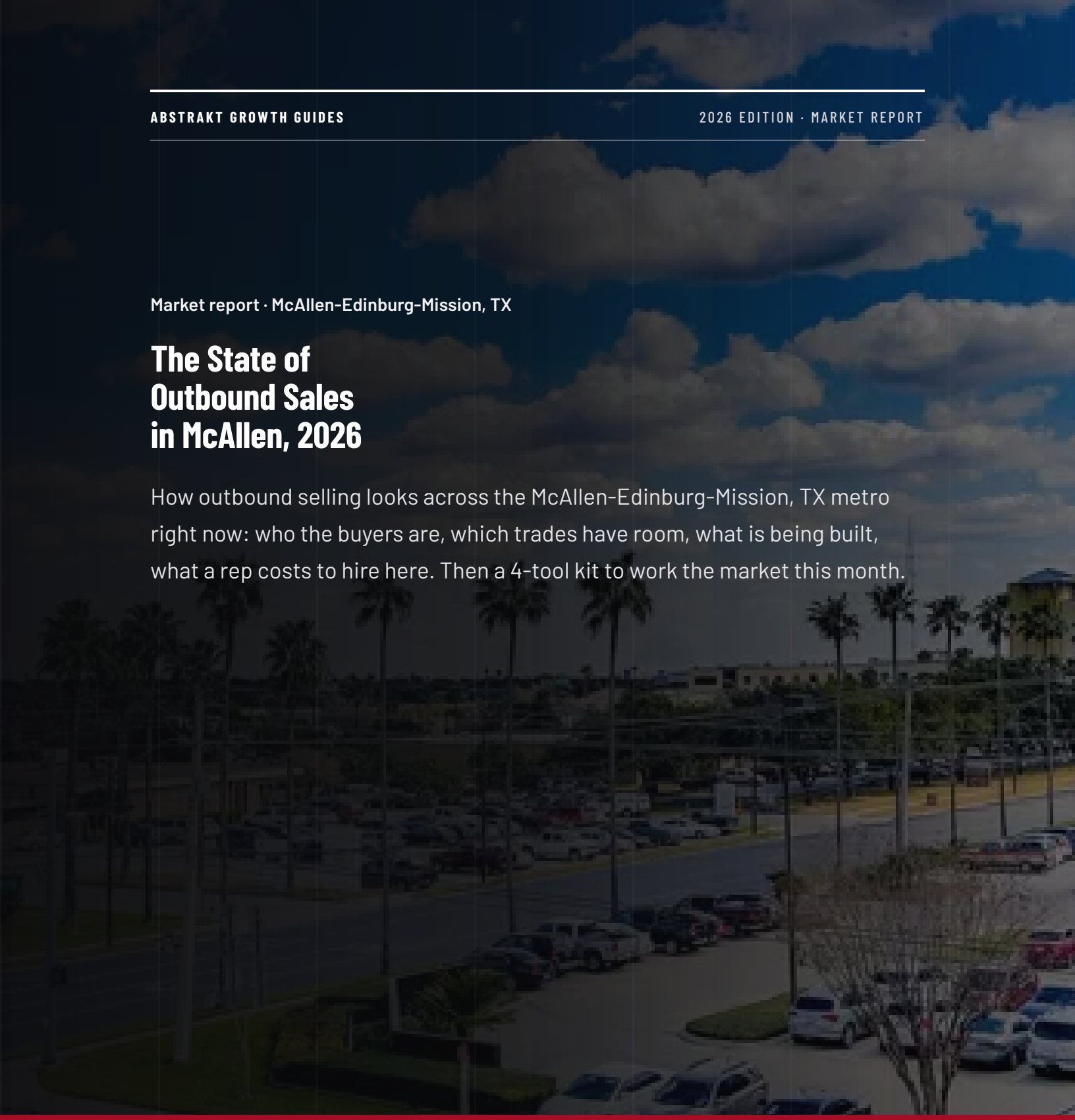


Market report · McAllen-Edinburg-Mission, TX

The State of Outbound Sales in McAllen, 2026

How outbound selling looks across the McAllen-Edinburg-Mission, TX 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.

1,473

business sites with 20+ people across the categories trades sell to, #86 of our 100 metros

10

buyer sites per commercial cleaning company, #1 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 McAllen

1

Biggest buyer pool

Restaurants: 462 sites

with 20 or more people, the largest buyer category in McAllen-Edinburg, ahead of retail stores (368).

2

Where the metro leans

Warehousing and distribution: 3.03x the U.S. mix

Also over-represented: auto dealerships (2.28x) and medical, dental and outpatient offices (2.12x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Cleaning & Janitorial: #1 of 100 markets

10 buyer sites with 20+ people for each of 59 local commercial cleaning companies. The most crowded is fire protection, #88 of 96.

4

Biggest reason to call

UTRGV School of Optometry, $41.3 million

Under construction; academic space July 2027, clinic January 2028. 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.

Contents

01 THE MARKET — Who buys in McAllen-Edinburg

02 THE COMPETITION — Which trades have the most room in McAllen

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

04 THE CALENDAR — The McAllen selling calendar

05 THE NUMBERS — What one meeting takes, trade by trade

06 BUILD OR BUY — What an in-house SDR costs in McAllen

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 McAllen-Edinburg

1,473 business sites in McAllen-Edinburg have 20 or more people on site in the categories commercial trades sell to. That ranks #86 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 McAllen-Edinburg, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**462**	1,226	1.54x	+31
Retail stores	**368**	2,190	1.73x	-28
Medical, dental and outpatient offices	**291**	1,724	2.12x	+92
Wholesale distributors	**101**	1,016	1.32x	-25
Manufacturing plants	**71**	314	0.79x	-2
Grocery stores	**50**	277	1.49x	-8
Trucking companies	**37**	377	1.71x	-44
Auto dealerships	**33**	125	2.28x	+3
Senior living and nursing	**32**	72	0.55x	-5
Bank and credit union offices	**28**	491	1.95x	+9

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.

McAllen-Edinburg leans toward warehousing and distribution (3.03x), auto dealerships (2.28x) and medical, dental and outpatient offices (2.12x). 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 senior living and nursing (0.55x) and manufacturing plants (0.79x). 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 (+92), restaurants (+31) and bank and credit union offices (+9). New sites have no incumbent vendor yet.

The metro

McAllen-Edinburg-Mission, TX: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in McAllen

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 McAllen figure is ranked against the other markets we track.

How McAllen 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 Cleaning & Janitorial MOST ROOM	**#1 of 100**	10	59	-2
Commercial Landscaping	**#1 of 100**	27	34	0
Managed Service Providers	**#2 of 100**	15	41	-6
Commercial Electrical	**#24 of 100**	12	49	+5
Paving & Asphalt	**#25 of 94**	50	19	+2
Commercial Construction	**#45 of 100**	4.8	64	+1
Commercial Roofing	**#48 of 89**	64	11	-1
Commercial HVAC & Mechanical	**#73 of 100**	8.2	59	0
Fire Protection	**#88 of 96**	25	29	0

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 cleaning & janitorial (#1), commercial landscaping (#1) and managed service providers (#2) rank best in McAllen. 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, #88 of 96: 25 buyer sites for each of 29 local fire protection contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-6) and commercial cleaning & janitorial (-2) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial electrical (+5) and paving & asphalt (+2) added them.

Not ranked here: commercial flooring (1 contractor) and commercial painting & coatings (5 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover McAllen 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 McAllen-Edinburg. 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 · $41.3 million

UTRGV School of Optometry

Under construction; academic space July 2027, clinic January 2028

Conversion of the former Monitor newspaper building at 1400 E. Nolana Ave. in McAllen into the University of Texas Rio Grande Valley's School of Optometry.

> Converting an office and press building into classrooms and a patient clinic means new HVAC, electrical, fire protection and interior finishes through early 2028.

HVAC · electrical · fire protection · flooring

Rio Grande Valley Business Journal, 2026-08-17

02 · $13 million

McAllen City Center first building

Under construction; broke ground April 2026

A 32,500-square-foot multi-tenant shell building for restaurants and retail at 1300 S. 10th Street, the first vertical work on the 13-acre former McAllen Civic Center site.

> Shell construction brings roofing, paving and parking work now, then tenant finish-outs with HVAC and electrical as restaurants sign; hotel and parking phases may follow.

roofing · paving · HVAC · electrical

Rio Grande Valley Business Journal, 2026-04-09

03 · $12.1 million

Pharr industrial building at 301 East Highline Road

Under construction; completion June 2027

A 300,160-square-foot speculative industrial building near the Pharr-Reynosa International Bridge in Pharr.

> Large tilt-wall warehouses need roofing, truck court paving, fire sprinklers and electrical service, and a tenant build-out will follow once the building leases.

roofing · paving · fire protection · electrical

Rio Grande Valley Business Journal, 2026-04-21

04 · $50 million

ZERLUMA aluminum recycling plant

Under construction; broke ground July 2026

A nearly 100,000-square-foot aluminum recycling and billet plant at 300 Trinity Street in Mission's Expressway Business Park.

> Melting and casting lines need heavy industrial power, ventilation and fire protection, with roofing and site paving for truck traffic over the two-to-three-year build.

electrical · HVAC · fire protection · paving

Rio Grande Valley Business Journal, 2026-07-28

05 · $53.5 million

Texas A&M AgriLife research center at McAllen

Design; construction start February 2027

A two-story, 47,671-square-foot research building with labs and clinical research space at 6200 Tres Lagos Blvd. in McAllen.

> Lab buildings are heavy on HVAC, exhaust, electrical and fire protection; bids should come out ahead of the February 2027 start, with work running to early 2029.

HVAC · electrical · fire protection · construction

Rio Grande Valley Business Journal, 2026-08-20

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 McAllen-Edinburg. One relationship with a facilities team here can cover many buildings.

Health system · Edinburg, Hidalgo County

DHR Health (Doctors Hospital at Renaissance)

HUD's April 2026 McAllen housing market spotlight lists Doctors Hospital at Renaissance among the area's top employers with 6,423 employees.

> The Edinburg medical campus with its hospitals, clinics and a behavioral hospital in development runs heavy HVAC, cleaning and life-safety loads in a hot, humid climate.

HVAC · cleaning · fire protection · flooring · electrical

U.S. Department of Housing and Urban Development (HUD User)

Campus · Edinburg, Hidalgo County

University of Texas Rio Grande Valley

HUD's April 2026 McAllen market spotlight lists UTRGV as a large employer with 5,247 employees.

> The Edinburg campus plus medical school, clinics and buildings the university keeps acquiring across the Valley add up to a large portfolio of classrooms, labs and parking to maintain.

cleaning · HVAC · roofing · landscaping · flooring

U.S. Department of Housing and Urban Development (HUD User)

Airport · McAllen, Hidalgo County

McAllen International Airport (MFE)

Texas Border Business reported in November 2024 that MFE set an all-time record of over 1 million total passengers in a calendar year.

> A city-owned terminal, parking lots and airside buildings need cleaning, HVAC service and pavement upkeep.

cleaning · HVAC · paving · electrical

Logistics hub · Pharr, Hidalgo County

Pharr International Bridge

ValleyCentral reported in October 2025 that twenty-two million pounds of fresh produce cross the Pharr bridge every day and that it is known as the top bridge for produce crossing in the nation.

> The produce trade feeds cold storage warehouses, distribution centers and truck yards around Pharr that need refrigeration, roofing, electrical and paving work.

HVAC · roofing · electrical · paving · fire protection

Texas Border Business

ValleyCentral (KVEO-TV)

Industrial park · Mission, Hidalgo County

Sharyland Business Park

Texas Border Business reported in December 2025 that the park is a 175-acre industrial development expected to generate about 2.5 million square feet of industrial space when complete.

> Fifteen industrial lots near the Anzalduas International Bridge are planned for logistics, cold storage, manufacturing and distribution buildings that need roofing, paving, electrical and fire protection.

construction · roofing · paving · electrical · fire protection

Texas Border Business

Public owner · Edinburg, Hidalgo County

Hidalgo County

HUD's April 2026 McAllen market spotlight lists Hidalgo County as a large employer with 3,579 employees.

> County courthouses, offices, jails, precinct facilities and parks are public buildings that bid out maintenance and construction work.

HVAC · cleaning · roofing · landscaping

U.S. Department of Housing and Urban Development (HUD User)

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, McAllen-Edinburg

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		9
Commercial HVAC & Mechanical		9
Fire Protection		7
Paving & Asphalt		6
Commercial Roofing		6

TRADE	PROJECTS AND OWNERS	
Commercial Cleaning & Janitorial		4
Commercial Flooring		3
Commercial Landscaping		2
Commercial Construction		2

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

04

Chapter 04 The calendar

The McAllen selling calendar

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

McAllen 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	0	8	49	40	8	1	7	3	1	1	0
Cooling degree days average month	80	106	217	328	508	618	671	688	532	361	157	66
Heating degree days average month	231	113	51	1	0	0	0	0	0	0	65	176
Average high (°F) average month	71	76	81	87	92	96	97	99	93	88	79	72

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 44 hail reports of 1 inch or larger and 74 damaging wind reports across the metro's counties from 2015 to 2024: #56 of 100 markets for hail and #78 for wind. March, April and May carried 82% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 4,333 cooling degree days a year (#1 of 97 markets) and 637 heating degree days (#93 of 97). Cooling load peaks in May, June, July, August, September and October; heating in January and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

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

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

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

05

Chapter 05 The numbers

What one meeting takes, trade by trade

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

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

1,267
Commercial Roofing

1,267
Commercial Construction

405
Commercial HVAC & Mechanical

321
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 McAllen

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

The salary is the smallest part of the decision. About 1,910 people hold the role in the McAllen-Edinburg-Mission, TX 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 McAllen 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 has 20 or more people on site**
  One of the 1,473 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category McAllen over-indexes on**
  warehousing and distribution (3.03x the U.S. mix), auto dealerships (2.28x the U.S. mix) and medical, dental and outpatient offices (2.12x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  DHR Health (Doctors Hospital at Renaissance), University of Texas Rio Grande Valley, McAllen International Airport (MFE) and Pharr International Bridge.
- [ ] **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 Texas before you dial.

0 of 5 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: 462 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: 368 sites here

From our electrical talk track. Lighting cost and fast repair. For chains, decisions often sit in a regional facilities office, so find who owns vendors for your area.

1. **Who handles electrical service for this store, the store, a regional facilities office or a national provider?**
   For chains, decisions often sit outside the store, so this tells you who to call next.
2. **Is a lighting retrofit or remodel planned for this location?**
   Remodels and retrofits are defined projects with budgets.
3. **How fast does your current electrician respond when lights or signs go out?**
   Slow response during business hours is a common reason to add a vendor.

Medical, dental and outpatient offices: 291 sites here

From our cleaning talk track. Infection control and documentation. Ask how they verify what the crew did last night.

1. **Who cleans the practice now, and when does that agreement end or renew?**
   The end date tells you whether this is a proposal now or a walkthrough scheduled ahead of the renewal.

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. **What did your last infection-control review or patient complaint flag about cleaning?**
   A specific finding gives you the reason to change and the standard your proposal has to answer.
3. **Which rooms need terminal cleaning after procedures, and which just need routine nightly service?**
   This separates the scope that needs trained, documented crews from general janitorial and shapes pricing.
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.

- [ ] **UTRGV School of Optometry**
  Under construction; academic space July 2027, clinic January 2028. Converting an office and press building into classrooms and a patient clinic means new HVAC, electrical, fire protection and interior finishes through early 2028.
- [ ] **McAllen City Center first building**
  Under construction; broke ground April 2026. Shell construction brings roofing, paving and parking work now, then tenant finish-outs with HVAC and electrical as restaurants sign; hotel and parking phases may follow.
- [ ] **Pharr industrial building at 301 East Highline Road**
  Under construction; completion June 2027. Large tilt-wall warehouses need roofing, truck court paving, fire sprinklers and electrical service, and a tenant build-out will follow once the building leases.
- [ ] **ZERLUMA aluminum recycling plant**
  Under construction; broke ground July 2026. Melting and casting lines need heavy industrial power, ventilation and fire protection, with roofing and site paving for truck traffic over the two-to-three-year build.

- [ ] **Texas A&M AgriLife research center at McAllen**

  Design; construction start February 2027. Lab buildings are heavy on HVAC, exhaust, electrical and fire protection; bids should come out ahead of the February 2027 start, with work running to early 2029.

- [ ] **Cooling season: May, June, July, August, September and October**

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

- [ ] **New sites: restaurants**

  QCEW counted 31 more restaurants in McAllen-Edinburg than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  82% of the 118 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: medical, dental and outpatient offices**

  QCEW counted 92 more medical, dental and outpatient offices in McAllen-Edinburg 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

- [ ] Map the McAllen accounts your crews can reach in a day.
- [ ] 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 DHR Health (Doctors Hospital at Renaissance) and University of Texas Rio Grande Valley at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Texas 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: UTRGV School of Optometry.
- [ ] 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 McAllen 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, McAllen-Edinburg-Mission, TX.
- 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 McAllen-Edinburg 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: Cityscape of McAllen, Texas, by Anthony Acosta on Wikimedia Commons, CC BY-SA 4.0.
- 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 McAllen

Territory
Check whether your trade is open in McAllen

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in San Antonio

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