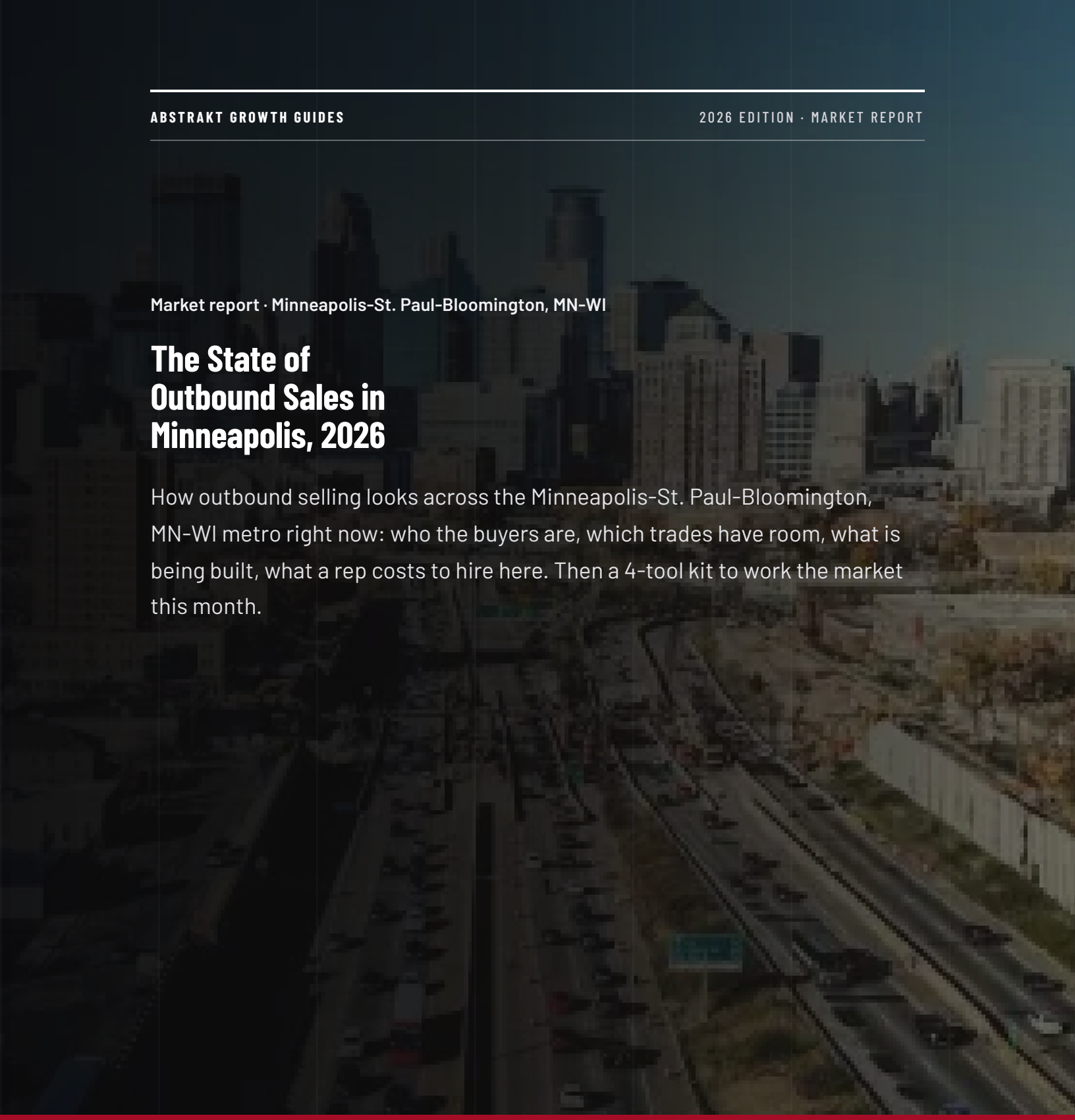


Market report · Minneapolis-St. Paul-Bloomington, MN-WI

The State of Outbound Sales in Minneapolis, 2026

How outbound selling looks across the Minneapolis-St. Paul-Bloomington, MN-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.

10,279

business sites with 20+ people across the categories trades sell to, #12 of our 100 metros

19

buyer sites per mechanical contractor, #2 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 Minneapolis

1

Biggest buyer pool

Restaurants: 2,561 sites

with 20 or more people, the largest buyer category in Minneapolis-St. Paul, ahead of retail stores (1,981).

2

Where the metro leans

Senior living and nursing: 2.73x the U.S. mix

Also over-represented: private K-12 schools (1.46x) and manufacturing plants (1.35x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial HVAC & Mechanical: #2 of 100 markets

19 buyer sites with 20+ people for each of 217 local mechanical contractors. The most crowded is commercial landscaping, #44 of 100.

4

Biggest reason to call

Richard M. Schulze Surgical & Critical Care Center, $1 billion

Scheduled to open August 2026. One of 6 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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Which trades have the most room in Minneapolis

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

04 THE CALENDAR
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06 BUILD OR BUY
What an in-house SDR costs in Minneapolis

Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

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 Minneapolis-St. Paul

10,279 business sites in Minneapolis-St. Paul have 20 or more people on site in the categories commercial trades sell to. That ranks #12 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 Minneapolis-St. Paul, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**2,561**	7,001	1.11x	-24
Retail stores	**1,981**	9,998	1.02x	-235
Manufacturing plants	**1,496**	4,201	1.35x	-77
Medical, dental and outpatient offices	**1,226**	7,065	0.88x	+75
Wholesale distributors	**958**	4,759	1.04x	-87
Senior living and nursing	**574**	2,613	2.73x	+45
Grocery stores	**346**	1,405	0.92x	-14
Bank and credit union offices	**277**	1,746	0.85x	-2
Churches and religious organizations	**250**	1,902	0.86x	+1
Private K-12 schools	**209**	325	1.46x	+4

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.

Minneapolis-St. Paul leans toward senior living and nursing (2.73x), private K-12 schools (1.46x) and manufacturing plants (1.35x). A trade that already sells to those buyers elsewhere has a deeper pool here than the national numbers suggest, and a case study from one of them travels well on the phone.

It is thinner than the U.S. mix in colleges and universities (0.72x) and hotels (0.73x). 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 (+75), senior living and nursing (+45) and apartment and residential property managers (+14). New sites have no incumbent vendor yet.

The metro

Minneapolis-St. Paul-Bloomington, MN-WI: 15 counties in this report's counts.

Hennepin County, Ramsey County and Dakota County hold 68% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Minneapolis-St. Paul

COUNTY	SITES WITH 20+	SHARE OF METRO
Hennepin County START HERE	**4,264**	41%
Ramsey County	**1,584**	15%
Dakota County	**1,119**	11%
Anoka County	**863**	8%
Washington County	**601**	6%
Wright County	**297**	3%

COUNTY	SITES WITH 20+	SHARE OF METRO
Scott County	**292**	3%
St. Croix County, Wisconsin	**260**	3%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 282 of the metro's 10,279 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Minneapolis

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 Minneapolis figure is ranked against the other markets we track.

How Minneapolis 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	**#2 of 100**	19	217	+4
Fire Protection	**#2 of 96**	133	46	0
Commercial Electrical	**#3 of 100**	18	271	-3
Commercial Construction	**#7 of 100**	8.2	424	+1
Commercial Roofing	**#9 of 89**	103	53	-1
Managed Service Providers	**#19 of 100**	4.6	1,364	-37
Paving & Asphalt	**#21 of 94**	51	101	+6
Commercial Cleaning & Janitorial	**#33 of 100**	4.3	1,056	-4
Commercial Flooring	**#26 of 68**	80	45	+2
Commercial Painting & Coatings	**#36 of 86**	74	78	-2
Commercial Landscaping	**#44 of 100**	3.8	1,454	+18

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 (#2), fire protection (#2) and commercial electrical (#3) rank best in Minneapolis. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #44 of 100: 3.8 buyer sites for each of 1,454 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-37) and commercial cleaning & janitorial (-4) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+18) and paving & asphalt (+6) added them.

Open programs

Our availability workbook does not cover Minneapolis 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

6 named, sourced projects and 6 anchor owners in Minneapolis-St. Paul. 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 · $1 billion

Richard M. Schulze Surgical & Critical Care Center

Scheduled to open August 2026

A 620,000 sq ft new surgical and critical care building plus 200,000 sq ft of renovation on a Minneapolis hospital campus.

> As the new building opens, the work shifts to renovation of the 200,000 sq ft of existing space, plus long-term healthcare cleaning, HVAC service and fire protection inspection contracts on a large new building.

cleaning · HVAC · fire protection · flooring · painting

Minnesota Physician, 2026-06

02 · $263 million

MSP Airport Terminal 2 north expansion

Under construction through 2026 and into 2027

An expansion on the north side of Terminal 2 at Minneapolis-St. Paul International Airport adding airline gates, passenger seating, restrooms and concession areas.

> Gate and concourse additions carry HVAC, electrical and fire protection scopes now, and concession and restroom fit-outs bring flooring, painting and terminal cleaning work as spaces open in 2027.

HVAC · electrical · fire protection · flooring · cleaning

Construction Owners (citing Finance & Commerce), 2026-01-02

03

Regions Hospital 85-bed expansion

Moratorium exception enacted 2026 (effective August 1, 2026)

A 2026 state law gives Regions Hospital, the level one trauma center in St. Paul, an exception to Minnesota's hospital construction moratorium so it can add 85 beds through a construction project.

> An early signal: with the legal hurdle cleared, design and bidding for added inpatient space would follow, bringing mechanical, electrical, fire protection and interior finish work on an occupied campus.

HVAC · electrical · fire protection · flooring

Minnesota House of Representatives Public Information Services, 2026

04 · $50.4M

Data Center Mechanical Upgrade and Remodel, 1001 3rd St. S.

Permitted 2025 (Minneapolis's top project by construction value)

A mechanical upgrade and remodel of the data center at 1001 3rd St. S. in downtown Minneapolis, the city's highest-value permitted project of 2025.

> Data center retrofits are dominated by cooling and power work, with fire suppression upgrades alongside, and they signal steady service demand from existing facilities rather than only new builds.

HVAC · electrical · fire protection

City of Minneapolis, 2026-03-02

05 · $34.6M

North Commons Park Community Center

Permitted 2025

A new community center at North Commons Park, 1801 James Ave. N. in north Minneapolis.

> Public recreation buildings bring roofing, mechanical and electrical work during construction and lead to grounds maintenance, landscaping and custodial contracts once open.

roofing · HVAC · electrical · landscaping · cleaning

City of Minneapolis, 2026-03-02

06 · between $2.5 billion and $5 billion

Monticello Tech/Frattalone data center campus

Proposed; no formal applications submitted as of January 2026

A proposed data center campus on a 550-acre site south of 85th Street and east of Highway 25 in Monticello, Wright County, with an estimated cost between $2.5 billion and $5 billion.

> A pipeline signal only: if applications move forward, a 5 to 10 year buildout would bring large electrical, cooling, fire suppression and site paving packages to the northwest metro.

electrical · HVAC · fire protection · paving

Construction Owners (citing Finance & Commerce), 2026-01-02

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 Minneapolis-St. Paul. One relationship with a facilities team here can cover many buildings.

Health system · Minneapolis, Hennepin County

Allina Health

Allina Health lists 27,865 care team members, 12 hospital campuses and 60+ primary care clinics.

> Hospital campuses such as Abbott Northwestern plus clinics and urgent care centers across the metro each run HVAC systems, sprinklers and patient floors that need ongoing service.

HVAC · fire protection · cleaning · flooring

Allina Health

Campus · Minneapolis, Hennepin County, and St. Paul, Ramsey County

University of Minnesota Twin Cities

The University says its Twin Cities campus, Minnesota's only land-grant university, has 25,000 dedicated faculty and staff.

> East Bank, West Bank and St. Paul campuses hold hundreds of classroom, research and residence buildings with ramps and grounds that need cleaning, mechanical and roofing work.

cleaning · HVAC · roofing · landscaping

University of Minnesota

Airport · Fort Snelling, Hennepin County

Minneapolis-Saint Paul International Airport (MSP)

The Metropolitan Airports Commission reports 36,071,627 total passengers at MSP in 2025.

> Two terminals, large parking ramps and airside support buildings need cleaning, HVAC, electrical and pavement work through a long winter season.

cleaning · HVAC · electrical · paving

Industrial park · St. Paul, Ramsey County

Saint Paul Port Authority business centers

The Port Authority says that since Riverview Business Center opened in 1962, 16 more inland business centers have been developed, contributing to approximately 25,000 jobs in Saint Paul.

> Light industrial buildings across many business centers, plus four river terminals, need roofing, paving, lighting and sprinkler work as tenants change.

Metropolitan Airports Commission

roofing · paving · electrical · fire protection

Saint Paul Port Authority

Major employer · Eagan, Dakota County

Thomson Reuters (Eagan campus)

Wikipedia, citing Eagan's 2025 Annual Comprehensive Financial Report, lists Thomson Reuters as the city's top employer with 4,500 employees.

> A large suburban office and operations campus carries HVAC, electrical, janitorial, parking lot and grounds needs.

HVAC · cleaning · paving · landscaping

Wikipedia

Retail center · Bloomington, Hennepin County

Mall of America

Mall of America says 32 million people visit each year, generating over $3 billion each year in economic impact for Minnesota.

> An enclosed mall with parking ramps, an indoor theme park and hundreds of tenant spaces needs constant cleaning, HVAC service, flooring and tenant build-out work.

cleaning · HVAC · flooring · construction

Mall of America

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, Minneapolis-St. Paul

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		11
Commercial Cleaning & Janitorial		8
Fire Protection		7
Commercial Electrical		7
Commercial Flooring		5
Paving & Asphalt		4
Commercial Roofing		3

TRADE	PROJECTS AND OWNERS	
Commercial Landscaping		3
Commercial Construction		1
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 Minneapolis selling calendar

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

Minneapolis 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	13	21	303	193	364	278	96	9	0	5
Cooling degree days average month	0	0	1	1	37	129	222	160	43	2	0	0
Heating degree days average month	1,590	1,307	1,052	607	275	65	22	34	159	541	965	1,400
Average high (°F) average month	22	28	41	55	68	78	82	79	72	57	41	27

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 672 hail reports of 1 inch or larger and 610 damaging wind reports across the metro's counties from 2015 to 2024: #5 of 100 markets for hail and #24 for wind. May, July and August carried 74% 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 595 cooling degree days a year (#76 of 97 markets) and 8,016 heating degree days (#1 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.

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

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

11,074
Commercial Roofing

11,074
Commercial Construction

4,685
Commercial HVAC & Mechanical

3,776
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 Minneapolis

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

The salary is the smallest part of the decision. About 14,070 people hold the role in the Minneapolis-St. Paul-Bloomington, MN-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 Minneapolis 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 Hennepin County, Ramsey County and Dakota County**
  68% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 10,279 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Minneapolis over-indexes on**
  senior living and nursing (2.73x the U.S. mix), private K-12 schools (1.46x the U.S. mix) and manufacturing plants (1.35x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Allina Health, University of Minnesota Twin Cities, Minneapolis-Saint Paul International Airport (MSP) and Saint Paul Port Authority business centers.
- [ ] **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 Minnesota 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: 2,561 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: 1,981 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.

Manufacturing plants: 1,496 sites here

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

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. **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.
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.
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.

- [ ] **Richard M. Schulze Surgical & Critical Care Center**
  Scheduled to open August 2026. As the new building opens, the work shifts to renovation of the 200,000 sq ft of existing space, plus long-term healthcare cleaning, HVAC service and fire protection inspection contracts on a large new building.
- [ ] **MSP Airport Terminal 2 north expansion**
  Under construction through 2026 and into 2027. Gate and concourse additions carry HVAC, electrical and fire protection scopes now, and concession and restroom fit-outs bring flooring, painting and terminal cleaning work as spaces open in 2027.

- [ ] **Regions Hospital 85-bed expansion**

  Moratorium exception enacted 2026 (effective August 1, 2026). An early signal: with the legal hurdle cleared, design and bidding for added inpatient space would follow, bringing mechanical, electrical, fire protection and interior finish work on an occupied campus.

- [ ] **North Commons Park Community Center**

  Permitted 2025. Public recreation buildings bring roofing, mechanical and electrical work during construction and lead to grounds maintenance, landscaping and custodial contracts once open.

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

  74% of the 1,282 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: senior living and nursing**

  QCEW counted 45 more senior living and nursing in Minneapolis-St. Paul than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Data Center Mechanical Upgrade and Remodel, 1001 3rd St. S.**

  Permitted 2025 (Minneapolis's top project by construction value). Data center retrofits are dominated by cooling and power work, with fire suppression upgrades alongside, and they signal steady service demand from existing facilities rather than only new builds.

- [ ] **Monticello Tech/Frattalone data center campus**

  Proposed; no formal applications submitted as of January 2026. A pipeline signal only: if applications move forward, a 5 to 10 year buildout would bring large electrical, cooling, fire suppression and site paving packages to the northwest metro.

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

  QCEW counted 75 more medical, dental and outpatient offices in Minneapolis-St. Paul 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 Hennepin County, Ramsey County and Dakota County, which hold 68% 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 Allina Health and University of Minnesota Twin Cities at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Minnesota 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: richard M. Schulze Surgical & Critical Care Center.
- [ ] 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 Minneapolis 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, Minneapolis-St. Paul-Bloomington, MN-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 2026-09.
- 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 Minneapolis-St. Paul 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 Minneapolis skyline, by Daniel McCullough 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 Minneapolis

Territory
Check whether your trade is open in Minneapolis

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Madison

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