Market report · North Port-Bradenton-Sarasota, FL

The State of Outbound Sales in North Port, 2026

How outbound selling looks across the North Port-Bradenton-Sarasota, FL 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.

1,865
business sites with 20+ people across the categories trades sell to, #73 of our 100 metros

16
buyer sites per electrical contractor, #6 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 North Port

1

Biggest buyer pool

Restaurants: 628 sites

with 20 or more people, the largest buyer category in North Port-Bradenton, ahead of retail stores (473).

2

Where the metro leans

Golf courses and country clubs: 2.25x the U.S. mix

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

3

Most room

Commercial Electrical: #6 of 100 markets

16 buyer sites with 20+ people for each of 58 local electrical contractors. The most crowded is commercial landscaping, #100 of 100.

4

Biggest reason to call

Sarasota Memorial Hospital-North Port, $507 million

Under construction; opening 2028. One of 4 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

Contents

01 THE MARKET — Who buys in North Port-Bradenton

02 THE COMPETITION — Which trades have the most room in North Port

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

04 THE CALENDAR — The North Port selling calendar

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

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

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 North Port-Bradenton

1,865 business sites in North Port-Bradenton have 20 or more people on site in the categories commercial trades sell to. That ranks #73 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 North Port-Bradenton, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**628**	1,769	0.95x	+126
Retail stores	**473**	3,148	1.10x	+114
Medical, dental and outpatient offices	**226**	2,455	1.19x	+116
Manufacturing plants	**139**	684	1.01x	+25
Senior living and nursing	**111**	174	0.82x	+16
Wholesale distributors	**94**	961	0.76x	+35
Grocery stores	**92**	358	0.88x	+29
Auto dealerships	**47**	141	1.20x	+13
Private K-12 schools	**41**	70	1.14x	0
Hotels	**34**	121	0.93x	+14

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.

North Port-Bradenton leans toward golf courses and country clubs (2.25x), commercial property managers (1.58x) and apartment and residential property managers (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 (0.70x) and wholesale distributors (0.76x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+126), medical, dental and outpatient offices (+116) and retail stores (+114). New sites have no incumbent vendor yet.

The metro

North Port-Bradenton-Sarasota, FL: 2 counties in this report's counts.

Sarasota County holds 57% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, North Port-Bradenton

COUNTY	SITES WITH 20+	SHARE OF METRO
Sarasota County START HERE	**1,058**	57%
Manatee County	**781**	42%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 26 of the metro's 1,865 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in North Port

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 North Port figure is ranked against the other markets we track.

How North Port 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 Electrical MOST ROOM	**#6 of 100**	16	58	+3
Commercial Flooring	**#21 of 68**	82	10	-1
Commercial HVAC & Mechanical	**#34 of 100**	11	59	-7
Paving & Asphalt	**#48 of 94**	40	29	0
Managed Service Providers	**#71 of 100**	2.1	451	+6
Commercial Painting & Coatings	**#64 of 86**	54	22	+2
Commercial Construction	**#82 of 100**	3.0	193	+21
Fire Protection	**#80 of 96**	30	42	+2
Commercial Roofing	**#86 of 89**	38	29	-4
Commercial Cleaning & Janitorial	**#98 of 100**	1.7	460	+20
Commercial Landscaping	**#100 of 100**	1.7	753	+29

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 electrical (#6), commercial flooring (#21) and commercial HVAC & mechanical (#34) rank best in North Port. 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, #100 of 100: 1.7 buyer sites for each of 753 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-7) and commercial roofing (-4) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+29) and commercial construction (+21) added them.

Open programs

Our availability workbook does not cover North Port 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

4 named, sourced projects and 6 anchor owners in North Port-Bradenton. 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 · $507 million

Sarasota Memorial Hospital-North Port

Under construction; opening 2028

A nine-story, 100-bed hospital and three-story medical office building on 32 acres in the 4800 block of North Sumter Boulevard, North Port's first full-service hospital.

> Hospital construction runs through 2028 with large HVAC, electrical, fire protection and roofing scopes, and the building is designed with shell floors for later build-out to 208 beds and beyond.

HVAC · electrical · fire protection · roofing · paving

Your Observer, 2025-11-11

02

Sarasota Memorial Venice outpatient building

Under construction; completion by 2028

A new three-story, 54,000-square-foot medical building at 2695 Curry Lane in Venice for cancer, radiation oncology and endoscopy services.

> Radiation oncology and endoscopy suites need specialized HVAC, electrical and fire protection, followed by medical-grade flooring and cleaning contracts.

HVAC · electrical · fire protection · cleaning

Business Observer, 2026-09-24

03 · nearly $60 million

Sarasota Memorial Manatee County campus

Land purchase pending due diligence and zoning

Sarasota Memorial plans to buy about 120 acres on State Road 64 near Interstate 75 in Manatee County, next to a 10-acre parcel it approved in July 2026, starting with a freestanding emergency department followed by outpatient practices and medical buildings.

> A freestanding ER is a fast-moving healthcare build with heavy mechanical, electrical and fire protection work, and a 130-acre campus sets up years of site paving and further medical construction.

HVAC · electrical · fire protection · paving · landscaping

Business Observer, 2026-09-23

04 · $30 million

Bradenton City Park project

First phase starting May 2026; completion in 2028

A redevelopment along 9th Street West between 13th and 17th Avenues West near LECOM Park in Bradenton, adding baseball fields, parking, facility upgrades for tournaments and a community resource center.

> New fields and parking lots put paving and landscaping first, with the community resource center adding mechanical, electrical and finish work before the 2028 finish.

paving · landscaping · construction · electrical

WFLA (via AOL), 2026-04-17

Projects current as of 2026-09; each source is linked on its card. Values are as reported by the source.

The anchor owners

Health systems, campuses, large employers and industrial parks hold the biggest concentrations of commercial buildings in North Port-Bradenton. One relationship with a facilities team here can cover many buildings.

Health system · Sarasota, Sarasota County

Sarasota Memorial Hospital

Wikipedia describes Sarasota Memorial Hospital as a publicly owned 901-bed health care facility founded in 1925 and the flagship of the Sarasota Memorial Health Care System.

Campus · Bradenton, Manatee County

State College of Florida, Manatee-Sarasota (SCF)

SCF lists three campuses: SCF Bradenton, SCF Lakewood Ranch and SCF Venice.

> Three campuses across both counties run classrooms, labs, a performing arts program

> The flagship campus plus the system's newer hospitals and outpatient buildings across Sarasota County need mechanical, life-safety, cleaning and interior work.

HVAC · cleaning · fire protection · flooring · roofing

Wikipedia

> and parking lots that need HVAC, cleaning, roofing and grounds work.

HVAC · cleaning · roofing · landscaping

State College of Florida, Manatee-Sarasota

Airport · Sarasota, Manatee and Sarasota counties

Sarasota Bradenton International Airport (SRQ)

Wikipedia lists 4,514,781 total passengers at Sarasota Bradenton International in 2025, with a citation.

> The terminal, parking and airfield support buildings need cleaning, HVAC service, roofing and pavement upkeep in a hurricane-exposed climate.

cleaning · HVAC · paving · roofing

Wikipedia

Logistics hub · Palmetto, Manatee County

SeaPort Manatee

SeaPort Manatee says it generates more than $7.3 billion in annual economic impact and provides for more than 42,000 direct and indirect jobs.

> Berths, warehouses and cargo yards at a county-owned port need paving, roofing, electrical and mechanical work.

paving · roofing · electrical · HVAC · construction

SeaPort Manatee

Major employer · Bradenton, Manatee County

Tropicana juice production facilities

Wikipedia says Tropicana was founded in Bradenton in 1947, its juice production facilities remain in Bradenton, and its Juice Trains have run to northern markets by rail since 1971.

> A large food processing and packaging operation runs refrigeration, process electrical, roofing and sanitation programs.

HVAC · electrical · roofing · cleaning

Wikipedia

Retail center · Sarasota, Sarasota County

The Mall at University Town Center

Wikipedia lists the Mall at University Town Center at 880,000 square feet with 150+ stores, opened October 16, 2014.

> An enclosed mall with anchor stores and large surface lots needs cleaning, HVAC, paving and landscape service.

cleaning · HVAC · paving · landscaping

Wikipedia

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, North Port-Bradenton

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		9
Commercial Electrical		6
Paving & Asphalt		6
Commercial Roofing		6
Commercial Cleaning & Janitorial		6
Fire Protection		4
Commercial Landscaping		4
Commercial Construction		2
Commercial Flooring		1

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

04

Chapter 04 The calendar

The North Port selling calendar

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

North Port 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	6	1	2	3	6	3	2	4	1	1	0	0
Cooling degree days average month	89	102	144	226	386	491	545	552	489	346	160	109
Heating degree days average month	190	119	63	5	0	0	0	0	0	0	42	130
Average high (°F) average month	73	76	79	84	88	91	92	92	90	86	80	75

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 4 hail reports of 1 inch or larger and 25 damaging wind reports across the metro's counties from 2015 to 2024: #88 of 100 markets for hail and #87 for wind. January, May and August carried 55% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 3,638 cooling degree days a year (#5 of 97 markets) and 550 heating degree days (#94 of 97). Cooling load peaks in May, June, July, August, September and October; heating in January, February 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 North Port, 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 North Port program

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

2,780
Commercial Roofing

2,780
Commercial Construction

895
Commercial HVAC & Mechanical

644
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 North Port

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

The salary is the smallest part of the decision. About 3,570 people hold the role in the North Port-Bradenton-Sarasota, FL 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 North Port 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 Sarasota County**
  57% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 1,865 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category North Port over-indexes on**
  golf courses and country clubs (2.25x the U.S. mix), commercial property managers (1.58x the U.S. mix) and apartment and residential property managers (1.43x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Sarasota Memorial Hospital, State College of Florida, Manatee-Sarasota (SCF), Sarasota Bradenton International Airport (SRQ) and SeaPort Manatee.
- [ ] **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 Florida 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: 628 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: 473 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: 226 sites here

From our flooring talk track. Cleanable surfaces and installing without closing the practice. Weekend installs are common.

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. **Which areas are clinical and which are office, and what is in each now?**
   Clinical areas need cleanable, seamless surfaces, which changes product and price.
2. **Can installs happen on weekends or after hours so the practice stays open?**
   Keeping patients flowing is the main concern, so scheduling answers matter.
3. **Is a remodel, acquisition or new location planned?**
   New clinics and remodels bring the largest flooring projects.
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.

- [ ] **Sarasota Memorial Hospital-North Port**
  Under construction; opening 2028. Hospital construction runs through 2028 with large HVAC, electrical, fire protection and roofing scopes, and the building is designed with shell floors for later build-out to 208 beds and beyond.
- [ ] **Sarasota Memorial Venice outpatient building**
  Under construction; completion by 2028. Radiation oncology and endoscopy suites need specialized HVAC, electrical and fire protection, followed by medical-grade flooring and cleaning contracts.
- [ ] **Sarasota Memorial Manatee County campus**
  Land purchase pending due diligence and zoning. A freestanding ER is a fast-moving healthcare build with heavy mechanical, electrical and fire protection work, and a 130-acre campus sets up years of site paving and further medical construction.
- [ ] **Bradenton City Park project**
  First phase starting May 2026; completion in 2028. New fields and parking lots put paving and landscaping first, with the community resource center adding mechanical, electrical and finish work before the 2028 finish.

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

  55% of the 29 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

- [ ] **Cooling season: 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 126 more restaurants in North Port-Bradenton than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  QCEW counted 116 more medical, dental and outpatient offices in North Port-Bradenton than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 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 Sarasota County, which holds 57% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and medical, dental and outpatient offices.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Sarasota Memorial Hospital and State College of Florida, Manatee-Sarasota (SCF) at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Florida 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: sarasota Memorial Hospital-North Port.
- [ ] 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 North Port 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, North Port-Bradenton-Sarasota, FL.
- 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 North Port-Sarasota 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: Sarasota bayfront marina and downtown towers, by Josiah Gibbs 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 North Port

Territory
Check whether your trade is open in North Port

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Tampa

Photos on this page: Josiah Gibbs on Unsplash (Unsplash License).

Sales Talk newsletter

Get Sales Talk in your inbox

New playbooks, benchmarks and guides from our sales floor, for owners and sales leaders who sell to businesses. One email a month. See past issues.

First name (optional)

Work email

What do you sell? (optional)

Choose one

Subscribe

Your email and the details you choose to add, nothing else. We never sell or share your address, and every issue has a one-click unsubscribe. Privacy Policy.