Market report · Orlando-Kissimmee-Sanford, FL

The State of Outbound Sales in Orlando, 2026

How outbound selling looks across the Orlando-Kissimmee-Sanford, 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.

6,262

business sites with 20+ people across the categories trades sell to, #24 of our 100 metros

82

buyer sites per commercial flooring contractor, #20 of 68 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 Orlando

1

Biggest buyer pool

Restaurants: 2,079 sites

with 20 or more people, the largest buyer category in Orlando-Kissimmee, ahead of retail stores (1,540).

2

Where the metro leans

Auto dealerships: 1.53x the U.S. mix

Also over-represented: private K-12 schools (1.52x) and apartment and residential property managers (1.50x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Flooring: #20 of 68 markets

82 buyer sites with 20+ people for each of 31 local commercial flooring contractors. The most crowded is commercial cleaning & janitorial, #95 of 100.

4

Biggest reason to call

AdventHealth Orlando medical tower, $660 million

Approved; contractor selected. One of 5 named, sourced projects in this report.

5

Hiring locally

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

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

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

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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 Orlando-Kissimmee

6,262 business sites in Orlando-Kissimmee have 20 or more people on site in the categories commercial trades sell to. That ranks #24 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 Orlando-Kissimmee, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**2,079**	6,002	1.15x	+220
Retail stores	**1,540**	9,017	1.18x	+163
Medical, dental and outpatient offices	**717**	6,462	1.15x	+430
Wholesale distributors	**450**	3,132	0.78x	+124
Manufacturing plants	**399**	1,673	0.84x	+117
Grocery stores	**239**	1,058	0.97x	+52
Hotels	**225**	515	1.26x	+8
Senior living and nursing	**174**	461	0.66x	+6
Churches and religious organizations	**147**	1,195	1.11x	+19
Bank and credit union offices	**111**	1,353	0.90x	+50

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.

Orlando-Kissimmee leans toward auto dealerships (1.53x), private K-12 schools (1.52x) and apartment and residential property managers (1.50x). 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 (0.66x) and hosting and data processing companies (0.66x). 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 (+430), restaurants (+220) and retail stores (+163). New sites have no incumbent vendor yet.

The metro

Orlando-Kissimmee-Sanford, FL: 4 counties in this report's counts.

Orange County, Seminole County and Lake County hold 88% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Orlando-Kissimmee

COUNTY	SITES WITH 20+	SHARE OF METRO
Orange County START HERE	**3,736**	60%
Seminole County	**1,071**	17%
Lake County	**699**	11%
Osceola County	**659**	11%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 97 of the metro's 6,262 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Orlando

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 Orlando figure is ranked against the other markets we track.

How Orlando 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 Flooring MOST ROOM	**#20 of 68**	82	31	0
Paving & Asphalt	**#40 of 94**	43	96	+4
Commercial Electrical	**#43 of 100**	11	251	-3
Managed Service Providers	**#50 of 100**	2.8	1,209	+31
Commercial HVAC & Mechanical	**#63 of 100**	8.7	223	+6
Commercial Landscaping	**#73 of 100**	3.1	1,335	+51
Commercial Roofing	**#70 of 89**	48	80	-1
Commercial Painting & Coatings	**#69 of 86**	51	76	0
Fire Protection	**#79 of 96**	30	135	+7
Commercial Construction	**#92 of 100**	2.4	711	+4
Commercial Cleaning & Janitorial	**#95 of 100**	2.1	1,049	-5

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 flooring (#20), paving & asphalt (#40) and commercial electrical (#43) rank best in Orlando. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial cleaning & janitorial is the most crowded trade here, #95 of 100: 2.1 buyer sites for each of 1,049 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Commercial cleaning & janitorial (-5) and commercial electrical (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+51) and managed service providers (+31) added them.

Open programs

Our availability workbook does not cover Orlando 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 Orlando-Kissimmee. 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 · $660 million

AdventHealth Orlando medical tower

Approved; contractor selected

A 14-story tower with 440 inpatient beds and 24 operating rooms on AdventHealth Orlando's downtown campus, part of a $1 billion campus investment.

> With completion targeted for 2030, structural work leads to several years of mechanical, electrical, fire protection and interior finish packages on an active hospital campus.

HVAC · electrical · fire protection · flooring · painting

Construction Dive, 2025-05-30

02 · $560 million

Orange County Convention Center Grand Concourse expansion

Under construction

A 650,000-square-foot addition next to the North-South building at the Orange County Convention Center on International Drive, with a 100,000-square-foot ballroom and 44,000 square feet of meeting rooms.

> Work runs through 2029 next to an operating venue, so mechanical, electrical, flooring and painting crews will be scheduled around events, and the larger building adds cleaning and maintenance volume when it opens.

HVAC · electrical · flooring · painting · cleaning

Spectrum News 13, 2026-03-21

03 · 480,782 sq ft

Orlando Health hospital at the Tupperware campus

Plans filed

A 146-bed hospital with an eight-story patient tower, a central energy plant and more than 1,100 parking spaces, connected to Orlando Health's existing emergency room near the Tupperware SunRail station in Kissimmee, Osceola County.

> A central energy plant and a two-phase hospital build mean large mechanical and electrical scopes, plus parking lot paving and fire protection, once permits clear.

HVAC · electrical · fire protection · paving

GrowthSpotter, 2026-06-23

04 · $470 million

ELSPES silicon capacitor manufacturing campus at NeoCity

Approved; Phase 1 begins January 2027

A two-phase semiconductor component manufacturing campus and U.S. headquarters for South Korea's ELSPES at NeoCity in Osceola County, with two facilities of 289,000 square feet each.

> Phase 1 ($270 million) starts in January 2027; clean manufacturing space carries heavy HVAC, process electrical and fire protection work, plus roofing and site paving on a new building.

HVAC · electrical · fire protection · roofing · paving

Spectrum News 13, 2026-05-04

05 · 76,280 sq ft

CoreSite Orlando second data center building

Permit pending

A proposed two-story data center building on CoreSite's existing campus at 9701 S. John Young Parkway in Orlando, Orange County, next to its current 129,000-square-foot facility.

> If the permit modification is approved, the build is mostly electrical, cooling and fire suppression work on an existing site, followed by mechanical maintenance and specialized cleaning contracts.

electrical · HVAC · fire protection · cleaning

GrowthSpotter, 2026-06-02

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 Orlando-Kissimmee. One relationship with a facilities team here can cover many buildings.

Health system · Orlando, Orange County

AdventHealth Orlando

Wikipedia, with citations, lists AdventHealth Orlando at 1,322 beds and calls it the largest hospital in central Florida.

> The flagship campus on Rollins Street, part of a system with hospitals and outpatient sites across Central Florida, runs central plants, sprinkler systems and patient floors that need constant service.

HVAC · fire protection · cleaning · flooring · electrical

Wikipedia

Health system · Orlando, Orange County

Orlando Health

Wikipedia, with a citation, says Orlando Health is Central Florida's fourth-largest employer with nearly 29,000 employees, and its Orlando Regional Medical Center is home to the region's only Level I trauma center.

> Hospitals, freestanding ERs and urgent care centers across the metro each need HVAC, life-safety, flooring and environmental services work.

HVAC · fire protection · cleaning · flooring

Wikipedia

Campus · Orlando, Orange County

University of Central Florida

UCF lists enrollment of 70,674 on its About UCF page.

> The main campus east of Orlando plus downtown and Lake Nona sites run classroom, lab, housing and athletic buildings with large parking garages and grounds.

cleaning · HVAC · landscaping · paving · flooring

Major employer · Bay Lake and Lake Buena Vista, Orange and Osceola counties

Walt Disney World Resort

Wikipedia, with citations, says Walt Disney World covers approximately 27,000 acres and has 80,000+ employees.

> Theme parks, water parks, resort hotels, golf courses and conference centers spread across one property create steady demand for painting, roofing, HVAC, landscaping and paving.

University of Central Florida

painting roofing HVAC landscaping paving

Wikipedia

Airport · Orlando, Orange County

Orlando International Airport (MCO)

Wikipedia, citing airport traffic data, lists 57,675,573 total passengers at MCO in 2025 and says the airport covers 11,605 acres.

> Terminals A, B and C, parking garages and airside support buildings need cleaning, HVAC, electrical and pavement work year-round.

cleaning HVAC electrical paving

Wikipedia

Industrial park · Orlando, Orange County

Central Florida Research Park

The Central Florida Research Park lists 1,027 acres, 9,500+ employees, 68 buildings and 140+ companies next to the University of Central Florida.

> Office, lab and simulation buildings in a campus-style park share parking lots, roofs and landscaped grounds that owners and property managers maintain.

roofing landscaping paving HVAC cleaning

Central Florida Research Park

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, Orlando-Kissimmee

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		11
Commercial Electrical		7
Commercial Cleaning & Janitorial		7
Paving & Asphalt		6
Fire Protection		6

TRADE	PROJECTS AND OWNERS	
Commercial Flooring		5
Commercial Landscaping		3
Commercial Roofing		3
Commercial Painting & Coatings		3

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

04

Chapter 04 The calendar

The Orlando selling calendar

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

Orlando 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	9	6	20	41	61	41	26	19	10	0	1	2
Cooling degree days average month	76	91	136	208	375	481	546	547	473	315	144	92
Heating degree days average month	227	147	80	9	0	0	0	0	0	1	60	164
Average high (°F) average month	71	74	78	83	88	91	92	92	89	84	78	73

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 118 hail reports of 1 inch or larger and 118 damaging wind reports across the metro's counties from 2015 to 2024: #33 of 100 markets for hail and #70 for wind. April, May and June carried 61% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 3,484 cooling degree days a year (#7 of 97 markets) and 686 heating degree days (#92 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 Orlando, 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 Orlando program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Orlando-Deltona-Daytona Beach territory, which reaches past the Orlando-Kissimmee metro.

8,134
Commercial Roofing

8,134
Commercial Construction

2,689
Commercial HVAC & Mechanical

1,934
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 Orlando

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

The salary is the smallest part of the decision. About 18,340 people hold the role in the Orlando-Kissimmee-Sanford, 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 Orlando 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 Orange County, Seminole County and Lake County**
  88% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 6,262 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Orlando over-indexes on**
  auto dealerships (1.53x the U.S. mix), private K-12 schools (1.52x the U.S. mix) and apartment and residential property managers (1.50x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  AdventHealth Orlando, Orlando Health, University of Central Florida and Walt Disney World Resort.
- [ ] **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: 2,079 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: 1,540 sites here

From our paving talk track. First impressions and liability. Many stores lease, so confirm who controls the lot before pitching.

1. **Does the store control the parking lot, or does the landlord or shopping center manage it?**
   This is the first qualifying question, since many retail lots belong to the landlord.
2. **Are there potholes, cracks or faded striping customers have complained about?**
   Visible problems in front of customers drive action and point to a first job.
3. **Is a remodel or refresh planned for this location?**
   Remodels are when lot work often gets funded and scheduled.

Medical, dental and outpatient offices: 717 sites here

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

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.

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. **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.
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.

- [ ] **AdventHealth Orlando medical tower**

  Approved; contractor selected. With completion targeted for 2030, structural work leads to several years of mechanical, electrical, fire protection and interior finish packages on an active hospital campus.

- [ ] **Orange County Convention Center Grand Concourse expansion**

  Under construction. Work runs through 2029 next to an operating venue, so mechanical, electrical, flooring and painting crews will be scheduled around events, and the larger building adds cleaning and maintenance volume when it opens.

- [ ] **Orlando Health hospital at the Tupperware campus**

  Plans filed. A central energy plant and a two-phase hospital build mean large mechanical and electrical scopes, plus parking lot paving and fire protection, once permits clear.

- [ ] **ELSPES silicon capacitor manufacturing campus at NeoCity**

  Approved; Phase 1 begins January 2027. Phase 1 ($270 million) starts in January 2027; clean manufacturing space carries heavy HVAC, process electrical and fire protection work, plus roofing and site paving on a new building.

- [ ] **CoreSite Orlando second data center building**

  Permit pending. If the permit modification is approved, the build is mostly electrical, cooling and fire suppression work on an existing site, followed by mechanical maintenance and specialized cleaning contracts.

- [ ] **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 220 more restaurants in Orlando-Kissimmee than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  61% of the 236 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 430 more medical, dental and outpatient offices in Orlando-Kissimmee 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 Orange County, Seminole County and Lake County, which hold 88% 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 AdventHealth Orlando and Orlando Health 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: adventHealth Orlando medical tower.
- [ ] 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 Orlando 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, Orlando-Kissimmee-Sanford, 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 Orlando-Deltona-Daytona Beach 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 Orlando skyline across Lake Eola, by Mick Haupt on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

Keep reading

Market page
Appointment setting in Orlando

Territory
Check whether your trade is open in Orlando

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Daytona Beach

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