

Market report · Kiryas Joel-Poughkeepsie-Newburgh, NY

The State of Outbound Sales in Poughkeepsie, 2026

How outbound selling looks across the Kiryas Joel-Poughkeepsie-Newburgh, NY 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.

1,273

business sites with 20+ people across the categories
trades sell to, #92 of our 100 metros

14

buyer sites per electrical contractor, #13 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 Poughkeepsie

1

Biggest buyer pool

Retail stores: 372 sites

with 20 or more people, the largest buyer category in
Kiryas Joel-Poughkeepsie, ahead of restaurants (316).

2

Where the metro leans

Churches and religious organizations: 4.84x the U.S. mix

Also over-represented: private K-12 schools (1.71x) and
grocery stores (1.66x). Trades that serve these buyers have
more of them here than the national average suggests.

3

Most room

Commercial Electrical: #13 of 100 markets

14 buyer sites with 20+ people for each of 50 local electrical
contractors. The most crowded is commercial landscaping,
#94 of 100.

4

Biggest reason to call

Wallace Campus, \$147 million

Under construction since May 2026. 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
sources as of 2026-09; U.S. Bureau of Labor Statistics,

Contents

01

THE MARKET

Who buys in Kiryas Joel- Poughkeepsie

02

THE COMPETITION

Which trades have the most room in Poughkeepsie

03

THE PROJECTS

What is being built, and who owns the buildings

04

THE CALENDAR

The Poughkeepsie selling calendar

05

THE NUMBERS

What one meeting takes, trade by trade

06

BUILD OR BUY

What an in-house SDR costs in Poughkeepsie

Kit

PART TWO: APPLY THIS

The toolkit

Src

METHOD

Sources and notes

Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Kiryas Joel-Poughkeepsie

1,273 business sites in Kiryas Joel-Poughkeepsie have 20 or more people on site in the categories commercial trades sell to. That ranks #92 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 Kiryas Joel-Poughkeepsie, top 10 categories

CATEGORY		SITES WITH 20+		ALL SITES	VS. U.S. MIX	1-YR CHANGE
Retail stores	LARGEST POOL		372	2,653	1.32x	-77
Restaurants			316	1,799	1.30x	-68
Medical, dental and outpatient offices			156	1,225	0.84x	-8
Manufacturing plants			114	514	0.83x	-15
Wholesale distributors			90	704	0.69x	-23
Senior living and nursing			77	214	1.46x	+1
Grocery stores			64	526	1.66x	-28
Auto dealerships			34	80	1.11x	-3
Private K-12 schools			30	56	1.71x	+2
Hotels			29	89	0.98x	+2

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.

Kiryas Joel-Poughkeepsie leans toward churches and religious organizations (4.84x), private K-12 schools (1.71x) and grocery stores (1.66x). 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 wholesale distributors (0.69x) and trucking companies (0.70x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: hospitals (+3), private K-12 schools (+2) and hotels (+2). New sites have no incumbent vendor yet.

The metro

Kiryas Joel-Poughkeepsie-Newburgh, NY: 2 counties in this report's counts.

Orange County holds 58% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Kiryas Joel-Poughkeepsie

COUNTY		SITES WITH 20+	SHARE OF METRO
Orange County	START HERE	743	58%
Dutchess County		490	38%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 40 of the metro's 1,273 sites are not assigned to a county.

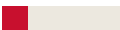
02

Chapter 02 The competition

Which trades have the most room in Poughkeepsie

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 Poughkeepsie figure is ranked against the other markets we track.

How Poughkeepsie 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	 #13 of 100	14	50	-2
Managed Service Providers		 #40 of 100	3.1	203	-3
Commercial Construction		 #42 of 100	5.1	82	+2
Paving & Asphalt		 #47 of 94	41	20	-1
Commercial HVAC & Mechanical		 #56 of 100	9.1	51	-4
Fire Protection		 #61 of 96	38	19	-1
Commercial Cleaning & Janitorial		 #81 of 100	3.1	176	-9
Commercial Landscaping		 #94 of 100	2.0	423	-26

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 (#13), managed service providers (#40) and commercial construction (#42) rank best in Poughkeepsie. 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, #94 of 100: 2.0 buyer sites for each of 423 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-26) and commercial cleaning & janitorial (-9) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial construction (+2) and commercial flooring (+1) added them.

Not ranked here: commercial flooring (7 contractors), commercial painting & coatings (7 contractors) and commercial roofing (7 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover Poughkeepsie 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 7 anchor owners in Kiryas Joel-Poughkeepsie. 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 - \$147 million

Wallace Campus

Under construction since May 2026

A three-building affordable housing development at Main and Catharine streets in downtown Poughkeepsie with 187 apartments, including 69 in the former Wallace Department Store, and more than 22,000 sq ft of ground-floor retail space.

A historic conversion plus two new buildings carries mechanical, electrical, fire protection and interior finish work, and the finished retail and common areas need cleaning and maintenance contracts.

construction

HVAC

electrical

fire protection

flooring

New York State Homes and Community Renewal,
2026-05-27

02 - \$15 million

Dutchess Community College Center of Excellence for Business, Industry and Innovation

Under construction, phased starting May 2026

Redevelopment of 75,500 sq ft of vacant space at the former Dutchess Mall in Fishkill into workforce training space for advanced manufacturing, HVAC and clean technology, cybersecurity, construction and automotive programs.

Turning vacant retail space into labs and shops means new HVAC, electrical and fire protection systems plus flooring and paint, delivered in phases as programs open.

HVAC

electrical

fire protection

flooring

painting

Spectrum News, 2026-05-21

03 • 100,000 sq ft

Marist University Science and Health Building

Seeking approvals, groundbreaking targeted fall 2026, opening 2028-29 academic year

A new 100,000 sq ft building on Marist's Poughkeepsie campus, part of a \$100 million plan, that will connect to an existing building to form a 150,000 sq ft Science and Health Complex.

Science labs are among the most mechanical- and electrical-intensive buildings to construct, and the project would run from late 2026 into 2028.

construction

HVAC

electrical

fire protection

Westfair Communications, 2026-05-29

04 • approximately 160,000 sq ft

Michie Stadium Preservation Project

Completed 2026

A rebuild of the East Stands at Michie Stadium at the U.S. Military Academy at West Point in Orange County, with premium seating, hospitality spaces, concessions, upgraded building systems and a renovated Army Athletics Hall of Fame.

Premium seating and hospitality spaces in a busy venue need event cleaning, HVAC service and fire protection inspections from the 2026 season on.

cleaning

HVAC

fire protection

electrical

Turner Construction Company, 2026-09-16

05 • \$607 million

Amazon Wawayanda Fulfillment Center

Proposed, tax incentive vote pending as of September 2026

A proposed 3.2 million sq ft Amazon warehouse on roughly 100 acres near Interstate 84 in Wawayanda, Orange County, with 750 expected permanent jobs.

If incentives are approved, a building this size would be one of the largest commercial jobs in the region, with major roofing, paving, fire protection and electrical packages.

construction

roofing

paving

fire protection

electrical

Times Union, 2026-09-25

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 Kiryas Joel-Poughkeepsie. One relationship with a facilities team here can cover many buildings.

Health system · Poughkeepsie, Dutchess County

Northwell Vassar Brothers Medical Center

The hospital says it has served the Mid-Hudson Valley since 1887 from its 349-bed facility overlooking the Hudson River.

A riverfront hospital campus with a newer Patient Pavilion, surgical suites and a trauma center runs mechanical, sprinkler and flooring systems that need ongoing service.

HVAC

fire protection

cleaning

flooring

Northwell Vassar Brothers Medical Center

Health system · Middletown, Orange County

Garnet Health

Garnet Health says it has more than 3,300 employed professionals and 552 licensed inpatient beds across its three hospital campuses, led by Garnet Health Medical Center in Middletown.

The Middletown medical center plus physician practices and outpatient facilities need HVAC service, life-safety upkeep and environmental services.

HVAC

fire protection

cleaning

electrical

Garnet Health

Campus · Poughkeepsie, Dutchess County

Marist University

Marist lists a 6,382 total student population, including 5,018 traditional undergraduates, at its main campus in Poughkeepsie.

A Hudson River campus of academic buildings, residence halls and athletic facilities needs cleaning, mechanical service, roofing and grounds work.

cleaning

HVAC

roofing

landscaping

Major employer · Poughkeepsie, Dutchess County

IBM Poughkeepsie

Think Dutchess says IBM Poughkeepsie has over 3000 employees, 7500 across the entire Hudson Valley, and continues to expand its quantum data centers.

A large manufacturing and data center campus depends on electrical, cooling and fire protection systems, along with roofs and parking across many buildings.

Marist University

electrical

HVAC

fire protection

roofing

Think Dutchess Alliance for Business

Public owner · West Point, Orange County

United States Military Academy at West Point

West Point's Cadet Barracks Upgrade Program 2017-27 is a 10-year effort to completely renovate and modernize all eight cadet barracks.

A federal campus of historic barracks, academic halls, athletic venues and housing runs a long modernization plan with steady building, roofing and mechanical work.

construction

roofing

HVAC

painting

United States Military Academy

Airport · New Windsor, Orange County

New York Stewart International Airport (SWF)

Orange County Partnership says the Port Authority-owned airport sits at the intersection of I-87 and I-84, covering 2,400 acres.

The terminal, runways, parking and airfield support buildings, which share the field with an Air National Guard airlift wing, need pavement, electrical and HVAC work.

paving

electrical

HVAC

cleaning

Orange County Partnership

Industrial park · Orange County

Orange County corporate parks (I-84 and I-87 corridor)

Orange County Partnership says I-84 and I-87 serve the 26 corporate parks developing business in Orange County.

Warehouses, distribution centers and light industrial buildings in these parks need roofing, dock paving, lighting and sprinkler work.

roofing

paving

electrical

fire protection

construction

Orange County Partnership

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, Kiryas Joel-Poughkeepsie

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		9
Fire Protection		9
Commercial Construction		5
Commercial Cleaning & Janitorial		5
Commercial Roofing		5
Paving & Asphalt		3
Commercial Flooring		3
Commercial Painting & Coatings		2
Commercial Landscaping		1

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

04

Chapter 04 The calendar

The Poughkeepsie selling calendar

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

Poughkeepsie 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	5	10	6	73	111	94	84	21	0	8	0
Cooling degree days average month	0	0	0	0	22	103	239	187	45	1	0	0
Heating degree days average month	1,205	1,020	880	502	212	27	3	9	94	407	718	1,031
Average high (°F) average month	35	38	47	60	70	79	83	81	74	63	50	40

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 20 hail reports of 1 inch or larger and 392 damaging wind reports across the metro's counties from 2015 to 2024: #75 of 100 markets for hail and #44 for wind. June, July and August carried 70% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 597 cooling degree days a year (#74 of 97 markets) and 6,107 heating degree days (#27 of 97). Cooling load peaks in July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

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

6 months average a high of 60°F or more (May, June, July, August, September and October). That is when exterior painting, paving and landscaping crews are busiest, so in-season calls catch owners while they can see the work that needs doing. The contracts themselves are bid on each property's own dates, so the selling runs all year.

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 Poughkeepsie, 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.

06

Chapter 06 Build or buy

What an in-house SDR costs in Poughkeepsie

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

The salary is the smallest part of the decision. About 1,330 people hold the role in the Kiryas Joel-Poughkeepsie-Newburgh, NY 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

The Poughkeepsie 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

58% of the metro's larger business sites are in this county.

☐

It has 20 or more people on site

One of the 1,273 sites this report counts. At that size a facility lead usually owns the building decisions.

☐

It is in a category Poughkeepsie over-indexes on

churches and religious organizations (4.84x the U.S. mix), private K-12 schools (1.71x the U.S. mix) and grocery stores (1.66x the U.S. mix).

☐

It belongs to an anchor owner or a named project

Northwell Vassar Brothers Medical Center, Garnet Health, Marist University and IBM Poughkeepsie.

☐

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 New York before you dial.

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.

Retail stores: 372 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: 156 sites here

From our MSP talk track. Patient data rules and uptime at the front desk. Ask who did the last HIPAA security risk assessment and what happens when the scheduling system goes down.

- 1. Who completed your last HIPAA security risk assessment, and when?**

The HIPAA Security Rule expects a risk analysis. A blank or an old date is a concrete, compliance-driven reason to meet.

Restaurants: 316 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.

Any first meeting

Plain practice that works in every market.

- 1. How are you handling this today, and what would you change about it?**

The gap between today and what they want is the whole reason to meet.

- 2. What happens if nothing changes this year?**

Tells you whether there is a cost to waiting, or only curiosity.

2. When the practice management or imaging system goes down, who do your front desk staff call, and how fast does someone respond?

Downtime at the front desk is felt in canceled patients the same day, so response time is where practices notice a weak provider.

3. How many locations do you run, and does each one have the same network and security setup?

Multi-location groups often grew one office at a time, and the differences between sites are the scope for a standardization project.

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.

☐

Wallace Campus

Under construction since May 2026. A historic conversion plus two new buildings carries mechanical, electrical, fire protection and interior finish work, and the finished retail and common areas need cleaning and maintenance contracts.

☐

Dutchess Community College Center of Excellence for Business, Industry and Innovation

Under construction, phased starting May 2026. Turning vacant retail space into labs and shops means new HVAC, electrical and fire protection systems plus flooring and paint, delivered in phases as programs open.

☐

Marist University Science and Health Building

Seeking approvals, groundbreaking targeted fall 2026, opening 2028-29 academic year. Science labs are among the most mechanical- and electrical-intensive buildings to construct, and the project would run from late 2026 into 2028.

☐

Michie Stadium Preservation Project

Completed 2026. Premium seating and hospitality spaces in a busy venue need event cleaning, HVAC service and fire protection inspections from the 2026 season on.

☐ **Amazon Wawayanda Fulfillment Center**

Proposed, tax incentive vote pending as of September 2026. If incentives are approved, a building this size would be one of the largest commercial jobs in the region, with major roofing, paving, fire protection and electrical packages.

☐ **New sites: hospitals**

QCEW counted 3 more hospitals in Kiryas Joel-Poughkeepsie than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

☐ **Storm season: June, July and August**

70% of the 412 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: private K-12 schools**

QCEW counted 2 more private K-12 schools in Kiryas Joel-Poughkeepsie 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 Orange County, which holds 58% of the larger business sites.
- ☐ Pull the sites with 20 or more people in retail stores, restaurants and medical, dental and outpatient offices.
- ☐ Score every account with the scorecard above and sort the list by score.
- ☐ Put the accounts tied to Northwell Vassar Brothers Medical Center and Garnet Health at the top.

Week 2

Check the rules, then write the talk track

- ☐ Look up the calling laws for New York 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: wallace Campus.
- ☐ 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 Poughkeepsie 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, Kiryas Joel-Poughkeepsie-Newburgh, NY.
- 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.
- 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: Walkway Over the Hudson at Poughkeepsie in autumn, by Jimmy Hu on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

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