Market report · Raleigh-Cary, NC

The State of Outbound Sales in Raleigh, 2026

How outbound selling looks across the Raleigh-Cary, NC 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.

3,508
business sites with 20+ people across the categories trades sell to, #44 of our 100 metros

39
buyer sites per paving contractor, #54 of 94 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 Raleigh

1

Biggest buyer pool

Restaurants: 1,171 sites

with 20 or more people, the largest buyer category in Raleigh-Cary, ahead of retail stores (819).

2

Where the metro leans

Hosting and data processing companies: 1.97x the U.S. mix

Also over-represented: auto dealerships (1.26x) and apartment and residential property managers (1.26x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Paving & Asphalt: #54 of 94 markets

39 buyer sites with 20+ people for each of 52 local paving contractors. The most crowded is managed service providers, #98 of 100.

4

Biggest reason to call

Genentech Holly Springs Manufacturing Facility, approximately $2 billion

Topped out August 2026, completion expected 2029. 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

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

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

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 Raleigh-Cary

3,508 business sites in Raleigh-Cary have 20 or more people on site in the categories commercial trades sell to. That ranks #44 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 Raleigh-Cary, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,171**	3,050	0.98x	+270
Retail stores	**819**	4,345	0.89x	+236
Medical, dental and outpatient offices	**402**	3,036	1.04x	+334
Wholesale distributors	**305**	1,574	0.99x	+219
Manufacturing plants	**184**	776	0.61x	+33
Grocery stores	**173**	524	0.65x	+39
Senior living and nursing	**106**	229	0.60x	+25
Hotels	**105**	237	0.79x	+12
Churches and religious organizations	**102**	837	0.56x	+4
Bank and credit union offices	**87**	737	0.94x	+31

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.

Raleigh-Cary leans toward hosting and data processing companies (1.97x), auto dealerships (1.26x) and apartment and residential property managers (1.26x). 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 (0.56x) and senior living and nursing (0.60x). 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 (+334), restaurants (+270) and retail stores (+236). New sites have no incumbent vendor yet.

The metro

Raleigh-Cary, NC: 3 counties in this report's counts.

Wake County holds 87% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Raleigh-Cary

COUNTY	SITES WITH 20+	SHARE OF METRO
Wake County START HERE	**3,035**	87%
Johnston County	**364**	10%
Franklin County	**72**	2%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 37 of the metro's 3,508 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Raleigh

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 Raleigh figure is ranked against the other markets we track.

How Raleigh ranks for each trade, by buyer sites per contractor (longer bar = more room)

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Paving & Asphalt MOST ROOM	**#54 of 94**	39	52	+1
Fire Protection	**#57 of 96**	39	53	+2
Commercial Painting & Coatings	**#54 of 86**	60	30	+2
Commercial Roofing	**#57 of 89**	58	31	+4
Commercial Landscaping	**#65 of 100**	3.2	640	+28
Commercial Flooring	**#50 of 68**	57	21	+5
Commercial Construction	**#91 of 100**	2.7	317	+34
Commercial Electrical	**#91 of 100**	6.4	212	+15
Commercial HVAC & Mechanical	**#92 of 100**	6.2	161	+7
Commercial Cleaning & Janitorial	**#94 of 100**	2.2	513	+37
Managed Service Providers	**#98 of 100**	0.9	2,160	+188

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.

Paving & asphalt (#54), fire protection (#57) and commercial painting & coatings (#54) rank best in Raleigh. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Managed service providers is the most crowded trade here, #98 of 100: 0.9 buyer sites for each of 2,160 local managed service providers. Winning there takes a sharper reason to switch than a lower price.

Open programs

Our availability workbook does not cover Raleigh 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 7 anchor owners in Raleigh-Cary. 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 · approximately $2 billion

Genentech Holly Springs Manufacturing Facility

Topped out August 2026, completion expected 2029

A 700,000 sq ft biomanufacturing plant for metabolic and obesity treatments in Holly Springs, southwest Wake County, Genentech's first East Coast manufacturing site.

> With the frame complete, the job moves into years of process HVAC, clean utilities, high-capacity electrical, fire protection and cleanroom-grade finishes, supporting more than 1,500 construction jobs through 2029.

HVAC · electrical · fire protection · flooring · cleaning

Genentech, 2026-08-18

02

WakeMed Whole Health Campus

Broke ground November 2025

A 150-bed Mental Health & Well-Being Hospital connected to a 45-bed acute care hospital with a 24/7 emergency department on about 56 acres at 630 Timber Drive East in Garner.

> Two connected hospitals bring healthcare-grade mechanical, electrical and fire protection scopes now, then interior finishes, site paving and landscaping on a 56-acre campus before opening.

HVAC · electrical · fire protection · flooring · landscaping

WakeMed, 2025-11-04

03 · $300 million

Lenovo Center Renovation

Under construction in phases, final phases proposed April 2026

A multi-phase renovation of the Carolina Hurricanes and NC State arena in west Raleigh, covering seating, concourses, premium spaces, restrooms, a new exterior and grand lobbies.

> Phased work around event schedules keeps interior trades busy: restroom and concourse renovations mean plumbing, mechanical and electrical work, and the later phases add facade, flooring and painting scope.

construction · flooring · painting · electrical · HVAC

WRAL, 2026-04-02

04 · $195.4 million

Ypsomed Holly Springs Manufacturing Facility

Announced October 2025, operational by end of 2027

Ypsomed's first North American plant for injection devices, a 110,000 sq ft facility customized from a new building at THE YIELD Holly Springs campus in Wake County.

> Converting a new shell into medical device production calls for controlled-environment HVAC, process electrical, fire protection and specialty flooring before the 2027 start of operations.

HVAC · electrical · fire protection · flooring

Wake County, 2025-10-09

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 Raleigh-Cary. One relationship with a facilities team here can cover many buildings.

Health system · Raleigh, Wake County

WakeMed Health & Hospitals

WakeMed has three acute care hospitals, a physical rehabilitation hospital and a mental health hospital for a total of 973 beds.

> Five hospitals plus outpatient sites across Wake County carry central plants, sprinkler

Health system · Raleigh, Wake County

UNC Rex Healthcare

Wake County Economic Development lists UNC Rex Healthcare System with 7,700 employees on its major employers list for Wake County and Research Triangle Park.

> A second large hospital owner in the county, with an acute care campus, outpatient

> systems, patient-room flooring and constant environmental services needs.

HVAC · fire protection · cleaning · flooring

WakeMed

> buildings and parking that need mechanical, electrical and cleaning work.

HVAC · electrical · cleaning · fire protection

Wake County Economic Development

Campus · Raleigh, Wake County

North Carolina State University

NC State's head count enrollment totaled 40,503 in the 2025 fall semester.

> The main campus sits on 2,099 acres, including the 1,105-acre Centennial Campus, with labs, residence halls, athletic venues and grounds.

HVAC · roofing · landscaping · electrical

NC State University Catalog

Airport · Unincorporated Wake County

Raleigh-Durham International Airport

Wikipedia, citing RDU statistics, states that in 2025 RDU served a record 15.6 million passengers.

> Terminals, parking decks, surface lots, runways and support buildings run by the Raleigh-Durham Airport Authority across a 5,000-acre site.

paving · HVAC · cleaning · electrical

Wikipedia

Public owner · Raleigh, Wake County

State of North Carolina

Wake County Economic Development lists the State of North Carolina with 24,083 employees on its major employers list for Wake County and Research Triangle Park.

> As the state capital, Raleigh holds state office buildings, agency campuses and parking facilities that are maintained and renovated through public bids.

HVAC · roofing · cleaning · painting

Wake County Economic Development

Major employer · Clayton, Johnston County

Novo Nordisk Clayton

Contract Pharma reported that Novo Nordisk's Clayton expansion will add 1.4 million square feet of production space for aseptic manufacturing and finished production processes.

> The expansion sits alongside existing Novo Nordisk plants in Clayton; pharmaceutical plants run cleanrooms, process utilities and tightly controlled HVAC, plus large roofs, parking and secure grounds.

HVAC · electrical · cleaning · roofing

Contract Pharma

Industrial park · Four Oaks, Johnston County

Four Oaks Business Park

Johnston County Economic Development lists Four Oaks Business Park as a 307 acre master planned manufacturing and distribution community on I-95 at Exit 87.

> A certified industrial site where new manufacturing and distribution buildings bring site work, paving, roofing and sprinkler installs.

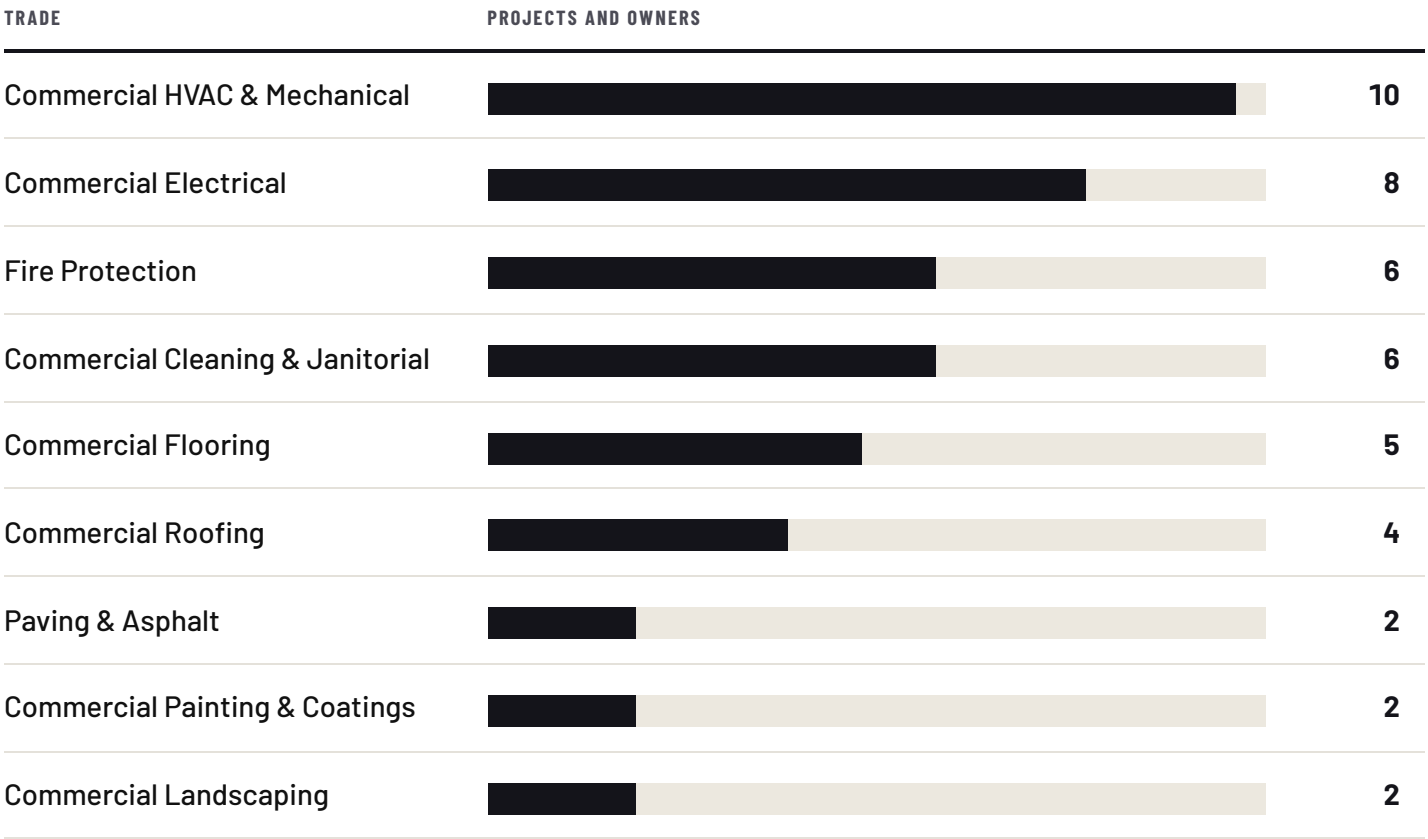
paving · construction · fire protection · roofing

Johnston County Economic Development

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, Raleigh-Cary



TRADE	PROJECTS AND OWNERS
Commercial HVAC & Mechanical	10
Commercial Electrical	8
Fire Protection	6
Commercial Cleaning & Janitorial	6
Commercial Flooring	5
Commercial Roofing	4
Paving & Asphalt	2
Commercial Painting & Coatings	2
Commercial Landscaping	2

TRADE	PROJECTS AND OWNERS	
Commercial Construction		2

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

04

Chapter 04 The calendar

The Raleigh selling calendar

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

Raleigh 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	18	30	11	71	132	96	153	93	42	1	0	3
Cooling degree days average month	3	1	10	18	134	320	448	392	209	41	2	2
Heating degree days average month	743	587	457	173	47	1	0	0	9	175	433	653
Average high (°F) average month	52	55	63	73	80	87	90	88	82	73	63	55

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 115 hail reports of 1 inch or larger and 535 damaging wind reports across the metro's counties from 2015 to 2024: #34 of 100 markets for hail and #30 for wind. May, June and July carried 59% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,578 cooling degree days a year (#33 of 97 markets) and 3,278 heating degree days (#61 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.

9 months average a high of 60°F or more (March, April, May, June, July, August, September, October and November). 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 Raleigh, 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 Raleigh program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Raleigh-Durham-Chapel Hill territory.

5,416
Commercial Roofing

5,416
Commercial Construction

1,923
Commercial HVAC & Mechanical

1,401
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 Raleigh

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

The salary is the smallest part of the decision. About 8,970 people hold the role in the Raleigh-Cary, NC 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 Raleigh 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 Wake County**
  87% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 3,508 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Raleigh over-indexes on**
  hosting and data processing companies (1.97x the U.S. mix), auto dealerships (1.26x the U.S. mix) and apartment and residential property managers (1.26x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  WakeMed Health & Hospitals, UNC Rex Healthcare, North Carolina State University and Raleigh-Durham International Airport.
- [ ] **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 North Carolina 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: 1,171 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: 819 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: 402 sites here

From our paving talk track. Patient safety and accessibility. Many practices lease, so the landlord or property manager is often the buyer.

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. **Does the practice lease the building, and if so, who manages the lot?**
   Many practices lease, so this tells you whether the landlord or property manager is the real buyer.
2. **Have patients mentioned trip hazards, potholes or trouble with accessible parking?**
   Patient safety concerns and accessibility issues drive action quickly at medical offices.
3. **Are your accessible spaces, ramps and curb cuts in good condition and up to current requirements?**
   Accessibility updates are a common, well-defined scope for paving and concrete work.
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.

- [ ] **Genentech Holly Springs Manufacturing Facility**
  Topped out August 2026, completion expected 2029. With the frame complete, the job moves into years of process HVAC, clean utilities, high-capacity electrical, fire protection and cleanroom-grade finishes, supporting more than 1,500 construction jobs through 2029.
- [ ] **WakeMed Whole Health Campus**
  Broke ground November 2025. Two connected hospitals bring healthcare-grade mechanical, electrical and fire protection scopes now, then interior finishes, site paving and landscaping on a 56-acre campus before opening.

- [ ] **Lenovo Center Renovation**

  Under construction in phases, final phases proposed April 2026. Phased work around event schedules keeps interior trades busy: restroom and concourse renovations mean plumbing, mechanical and electrical work, and the later phases add facade, flooring and painting scope.

- [ ] **Ypsomed Holly Springs Manufacturing Facility**

  Announced October 2025, operational by end of 2027. Converting a new shell into medical device production calls for controlled-environment HVAC, process electrical, fire protection and specialty flooring before the 2027 start of operations.

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

  59% of the 650 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: June, July and August**

  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: medical, dental and outpatient offices**

  QCEW counted 334 more medical, dental and outpatient offices in Raleigh-Cary than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 270 more restaurants in Raleigh-Cary 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 Wake County, which holds 87% 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 WakeMed Health & Hospitals and UNC Rex Healthcare at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for North Carolina 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: genentech Holly Springs Manufacturing Facility.
- [ ] 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 Raleigh 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, Raleigh-Cary, NC.
- 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 Raleigh-Durham-Chapel Hill 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 Raleigh skyline, by Elijah Mears 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 Raleigh

Territory
Check whether your trade is open in Raleigh

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Greensboro

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