Market report · San Jose-Sunnyvale-Santa Clara, CA

The State of Outbound Sales in San Jose, 2026

How outbound selling looks across the San Jose-Sunnyvale-Santa Clara, CA 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.

4,295

business sites with 20+ people across the categories trades sell to, #38 of our 100 metros

86

buyer sites per paving contractor, #2 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 San Jose

1

Biggest buyer pool

Restaurants: 1,365 sites

with 20 or more people, the largest buyer category in San Jose-Sunnyvale, ahead of retail stores (914).

2

Where the metro leans

Apartment and residential property managers: 1.26x the U.S. mix

The one category that stands out against the national mix. Trades that serve it have more of these buyers here than average.

3

Most room

Paving & Asphalt: #2 of 94 markets

86 buyer sites with 20+ people for each of 28 local paving contractors. The most crowded is managed service providers, #86 of 100.

4

Biggest reason to call

AWS Gilroy Data Center Campus, $2 billion

Under construction, first building opening 2028, full buildout 2037. One of 3 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 San Jose-Sunnyvale

4,295 business sites in San Jose-Sunnyvale have 20 or more people on site in the categories commercial trades sell to. That ranks #38 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 San Jose-Sunnyvale, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,365**	4,932	0.93x	+171
Retail stores	**914**	4,376	0.53x	-2
Manufacturing plants	**546**	2,056	0.89x	+14
Wholesale distributors	**385**	2,131	0.47x	+8
Medical, dental and outpatient offices	**367**	4,668	0.88x	+244
Grocery stores	**239**	774	0.66x	+21
Senior living and nursing	**130**	415	0.65x	+24
Private K-12 schools	**111**	179	1.07x	+1
Hosting and data processing companies	**105**	421	1.08x	-1
Hotels	**99**	270	0.63x	-12

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.

San Jose-Sunnyvale leans toward 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 golf courses and country clubs (0.32x) and trucking companies (0.35x). 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 (+244), restaurants (+171) and apartment and residential property managers (+42). New sites have no incumbent vendor yet.

The metro

San Jose-Sunnyvale-Santa Clara, CA: 2 counties in this report's counts.

Santa Clara County holds 98% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, San Jose-Sunnyvale

COUNTY	SITES WITH 20+	SHARE OF METRO
Santa Clara County START HERE	**4,194**	98%
San Benito County	**89**	2%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 12 of the metro's 4,295 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in San Jose

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 San Jose figure is ranked against the other markets we track.

How San Jose 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	**#2 of 94**	86	28	+1
Commercial Flooring	**#3 of 68**	148	11	-1
Fire Protection	**#5 of 96**	78	38	-3
Commercial Roofing	**#6 of 89**	116	23	+1
Commercial HVAC & Mechanical	**#9 of 100**	15	105	+1
Commercial Painting & Coatings	**#13 of 86**	85	32	-2
Commercial Construction	**#24 of 100**	6.1	237	-1
Commercial Landscaping	**#24 of 100**	4.5	560	+29
Commercial Electrical	**#28 of 100**	12	173	+5
Commercial Cleaning & Janitorial	**#78 of 100**	3.1	551	+34
Managed Service Providers	**#86 of 100**	1.6	1,629	+87

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 (#2), commercial flooring (#3) and fire protection (#5) rank best in San Jose. 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, #86 of 100: 1.6 buyer sites for each of 1,629 local managed service providers. Winning there takes a sharper reason to switch than a lower price.

Fire protection (-3) and commercial painting & coatings (-2) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+87) and commercial cleaning & janitorial (+34) added them.

Open programs

Our availability workbook does not cover San Jose 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

3 named, sourced projects and 7 anchor owners in San Jose-Sunnyvale. 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 · $2 billion

AWS Gilroy Data Center Campus

Under construction, first building opening 2028, full buildout 2037

An Amazon Web Services data center campus on Camino Arroyo Drive in Gilroy, south Santa Clara County, with more than 25 diesel backup generators.

> A phased campus with a decade-long buildout means repeated waves of electrical, mechanical cooling and fire protection work, starting with the first building due in 2028.

electrical · HVAC · fire protection · construction · paving

San Jose Spotlight, 2026-09-09

02 · ~$190 million

Parkside at Clara District

Broke ground July 2026, opening fall 2028

A 301-unit apartment building with rooftop lounge, fitness center and an expanded adjacent public park at 2301 Calle Del Mundo in Santa Clara's Clara District near Levi's Stadium.

> A two-year build with mechanical, electrical, sprinkler and finish packages across 301 units, plus landscaping for the dog park and expanded public park.

HVAC · electrical · fire protection · flooring · landscaping

San Jose Spotlight, 2026-07-16

03

3150 El Camino Real (former Fish Market site)

Broke ground August 2026, occupancy spring 2029

A seven-story, 368-apartment building with 74 affordable units and a two-level underground garage at 3150 El Camino Real in Palo Alto.

> Underground parking and a seven-story frame mean a long structural phase, followed by mechanical, electrical, sprinkler, flooring and painting work through 2028 and 2029.

construction · HVAC · electrical · fire protection · painting

San Jose Spotlight, 2026-08-13

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 San Jose-Sunnyvale. One relationship with a facilities team here can cover many buildings.

Health system · San Jose, Santa Clara County

County of Santa Clara Health System

The Mercury News reported in September 2026 that the county health system runs four hospitals and 15 health centers, and was opening a 10-story, 230,000 square-foot Valley Health Center San Jose-Campbell.

> County-owned hospitals, led by Santa Clara Valley Medical Center, and a growing set of clinic buildings need mechanical, life-

Campus · San Jose, Santa Clara County

San Jose State University

Wikipedia lists 37,661 students at San Jose State in fall 2024, citing the university's enrollment dashboard.

> A downtown campus of classroom, lab, residence and athletic buildings needs HVAC service, cleaning, roofing and grounds work.

HVAC · cleaning · roofing · landscaping

> safety, cleaning and interior work through public procurement.

HVAC · cleaning · fire protection · flooring · electrical

The Mercury News

Wikipedia

Airport · San Jose, Santa Clara County

San Jose Mineta International Airport (SJC)

Wikipedia lists 10,675,167 passengers at SJC in 2025, sourced to the airport.

> Terminals, parking and airfield support buildings need cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · paving · electrical

Wikipedia

Major employer · Cupertino, Santa Clara County

Apple Park

Wikipedia lists Apple Park at 2,820,000 square feet of floor area on 64 acres, accommodating more than 15,000 staff as of May 2023.

> A corporate campus of this size runs large janitorial, HVAC, electrical and landscape programs.

cleaning · HVAC · electrical · landscaping

Wikipedia

Industrial park · Sunnyvale, Santa Clara County

Moffett Park

The Mercury News reported in July 2023 that Sunnyvale adopted a plan for the 1,300 acres in the northern area of the city known as Moffett Park, home to technology companies including Google.

> Office and R&D buildings across the district, plus new mixed-use construction under the plan, need mechanical, electrical, roofing and landscape work.

HVAC · electrical · roofing · landscaping · construction

The Mercury News

Public owner · unincorporated Santa Clara County (Mountain View / Sunnyvale)

Moffett Federal Airfield (NASA Ames)

Wikipedia says NASA announced in 2014 that it would lease 1,000 acres of the airfield to Google for 60 years, and that Hangar One covers 8 acres.

> Historic hangars, research buildings and airfield pavement on federal land are maintained under federal and lessee programs.

roofing · HVAC · paving · electrical

Wikipedia

Retail center · San Jose and Santa Clara, Santa Clara County

Westfield Valley Fair

Wikipedia lists Westfield Valley Fair at 2,200,000 square feet with 8,500 parking spaces, citing the owner.

> A large two-level mall with anchor stores and 8,500 parking spaces needs cleaning, HVAC, flooring and pavement work.

cleaning · HVAC · flooring · paving

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, San Jose-Sunnyvale

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		8
Commercial Cleaning & Janitorial		5
Paving & Asphalt		4
Fire Protection		4
Commercial Landscaping		4
Commercial Flooring		3
Commercial Roofing		3
Commercial Construction		3

TRADE	PROJECTS AND OWNERS	
Commercial Painting & Coatings		1

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

04

Chapter 04 The calendar

The San Jose selling calendar

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

San Jose by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	0	0	0	0	0	0	0	1	0	0	0	0
Cooling degree days average month	0	0	2	7	34	106	228	222	142	36	0	0
Heating degree days average month	532	443	405	306	162	39	2	2	14	120	361	557
Average high (°F) average month	58	59	63	67	74	81	86	86	83	76	64	57

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 0 hail reports of 1 inch or larger and 1 damaging wind reports across the metro's counties from 2015 to 2024: #97 of 100 markets for hail and #95 for wind. August carried 100% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 777 cooling degree days a year (#63 of 97 markets) and 2,942 heating degree days (#69 of 97). Cooling load peaks in July, August and September; heating in January, February, March, April, 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 San Jose, 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 San Jose program

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

4,712
Commercial Roofing

4,712
Commercial Construction

1,965
Commercial HVAC & Mechanical

1,514
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 San Jose

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

The salary is the smallest part of the decision. About 13,390 people hold the role in the San Jose-Sunnyvale-Santa Clara, CA 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 San Jose 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 Santa Clara County**
  98% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 4,295 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category San Jose over-indexes on**
  apartment and residential property managers (1.26x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  County of Santa Clara Health System, San Jose State University, San Jose Mineta International Airport (SJC) and Apple Park.
- [ ] **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 California 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: 1,365 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: 914 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.

Manufacturing plants: 546 sites here

From our fire protection talk track. Insurer recommendations and process hazards. The safety manager often owns the relationship, not facilities.

1. **Who owns the fire protection relationship here, facilities, maintenance or the EHS manager?**
   The safety manager often owns it rather than facilities, so this tells you who to meet.

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. **Has your insurer's loss-control visit produced any recommendations?**
   Insurer recommendations create deadlines and defined scope.
3. **Do you have special-hazard suppression on any processes, and who services it?**
   Special-hazard systems need specialized service and are often a separate opportunity.
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.

- [ ] **AWS Gilroy Data Center Campus**
  Under construction, first building opening 2028, full buildout 2037. A phased campus with a decade-long buildout means repeated waves of electrical, mechanical cooling and fire protection work, starting with the first building due in 2028.
- [ ] **Parkside at Clara District**
  Broke ground July 2026, opening fall 2028. A two-year build with mechanical, electrical, sprinkler and finish packages across 301 units, plus landscaping for the dog park and expanded public park.
- [ ] **3150 El Camino Real (former Fish Market site)**
  Broke ground August 2026, occupancy spring 2029. Underground parking and a seven-story frame mean a long structural phase, followed by mechanical, electrical, sprinkler, flooring and painting work through 2028 and 2029.
- [ ] **Storm season: August**
  100% of the 1 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 244 more medical, dental and outpatient offices in San Jose-Sunnyvale than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 171 more restaurants in San Jose-Sunnyvale than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 6 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 Santa Clara County, which holds 98% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to County of Santa Clara Health System and San Jose State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for California 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: AWS Gilroy Data Center 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 San Jose 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, San Jose-Sunnyvale-Santa Clara, CA.
- 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 San Jose 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: Tree-lined street in downtown San Jose, California, by Ethan Gregory Dodge 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 San Jose

Territory
Check whether your trade is open in San Jose

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Santa Cruz

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