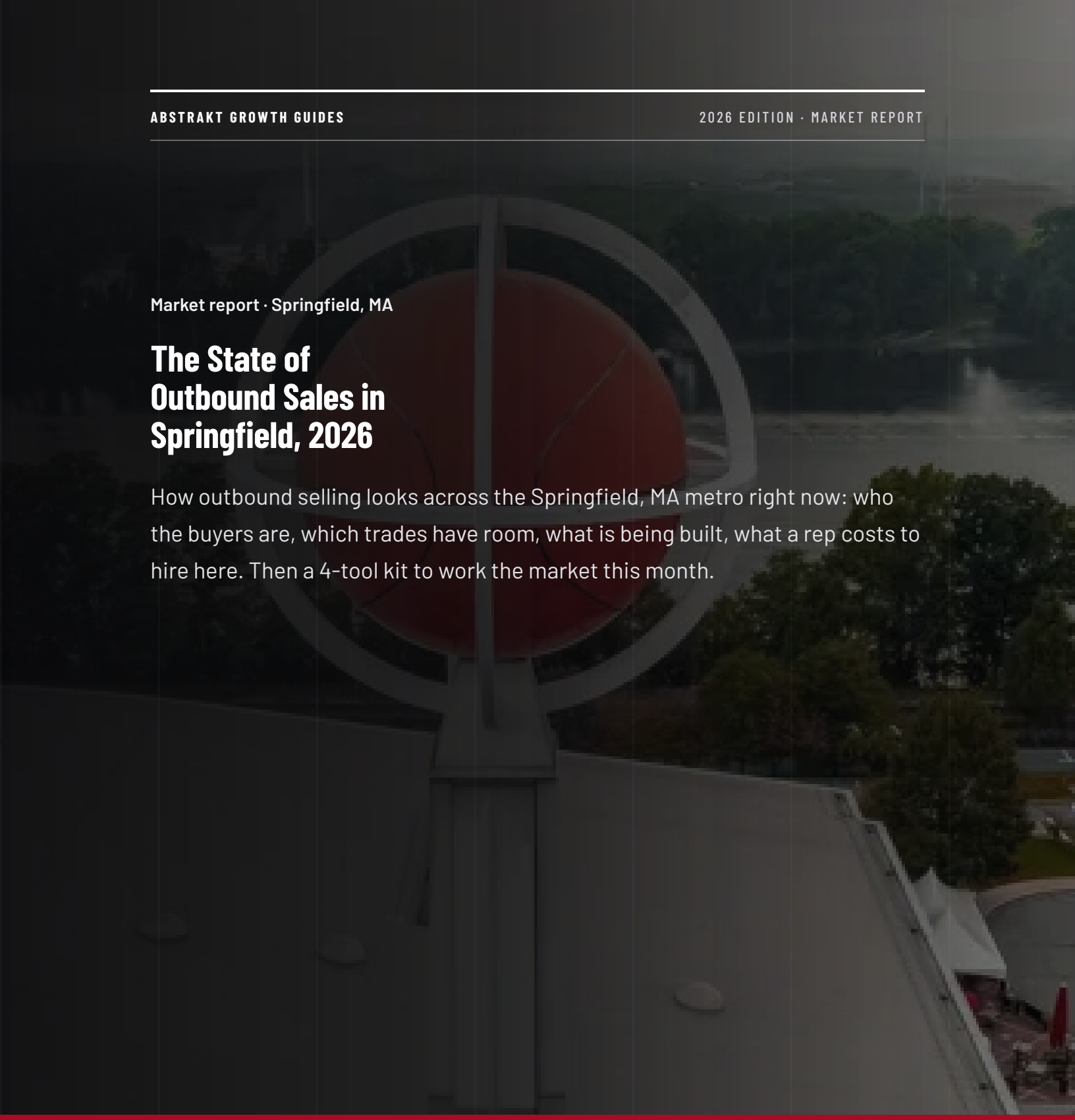


Market report · Springfield, MA

The State of Outbound Sales in Springfield, 2026

How outbound selling looks across the Springfield, MA 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.

1,089

business sites with 20+ people across the categories trades sell to, #96 of our 100 metros

9.1

buyer sites per managed service provider, #5 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 Springfield

1

Biggest buyer pool

Restaurants: 251 sites

with 20 or more people, the largest buyer category in Springfield, ahead of retail stores (240).

2

Where the metro leans

Grocery stores: 1.34x 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

Managed Service Providers: #5 of 100 markets

9.1 buyer sites with 20+ people for each of 67 local managed service providers. The most crowded is paving & asphalt, #90 of 94.

4

Biggest reason to call

STCC School of Health and Patient Simulation relocation to Scibelli Hall, $55 million

Under construction. One of 10 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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Who buys in Springfield

02 THE COMPETITION
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03 THE PROJECTS
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What one meeting takes, trade by trade

06 BUILD OR BUY
What an in-house SDR costs in Springfield

Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

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 Springfield

1,089 business sites in Springfield have 20 or more people on site in the categories commercial trades sell to. That ranks #96 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 Springfield, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**251**	858	0.72x	+35
Retail stores	**240**	1,472	0.81x	-44
Manufacturing plants	**169**	476	0.79x	-14
Medical, dental and outpatient offices	**155**	695	0.58x	+19
Senior living and nursing	**87**	250	0.98x	-28
Wholesale distributors	**72**	357	0.44x	-26
Grocery stores	**44**	358	1.34x	-8
Auto dealerships	**23**	97	1.13x	-1
Private K-12 schools	**20**	33	0.57x	-1
Trucking companies	**20**	179	0.68x	-9

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.

Springfield leans toward grocery stores (1.34x). 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 (0.44x) and private K-12 schools (0.57x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+35), medical, dental and outpatient offices (+19) and hospitals (+2). New sites have no incumbent vendor yet.

The metro

Springfield, MA: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Springfield

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 Springfield figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Managed Service Providers MOST ROOM	**#5 of 100**	9.1	67	-4
Commercial Cleaning & Janitorial	**#9 of 100**	5.8	94	+3
Commercial Construction	**#10 of 100**	8.1	50	+2
Commercial Electrical	**#29 of 100**	12	48	0
Commercial HVAC & Mechanical	**#47 of 100**	10	47	+3
Commercial Landscaping	**#62 of 100**	3.3	201	-1
Commercial Roofing	**#59 of 89**	56	11	0
Commercial Flooring	**#59 of 68**	45	10	+1
Paving & Asphalt	**#90 of 94**	25	24	-1

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.

Managed service providers (#5), commercial cleaning & janitorial (#9) and commercial construction (#10) rank best in Springfield. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Paving & asphalt is the most crowded trade here, #90 of 94: 25 buyer sites for each of 24 local paving contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-4) and commercial landscaping (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial cleaning & janitorial (+3) and commercial HVAC & mechanical (+3) added them.

Not ranked here: commercial painting & coatings (9 contractors) and fire protection (9 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 Springfield 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

10 named, sourced projects and 7 anchor owners in Springfield. 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 · $55 million

STCC School of Health and Patient Simulation relocation to Scibelli Hall

Under construction

A multi-floor renovation of Scibelli Hall (Building 2), a 178,000-square-foot building at Springfield Technical Community College, to house more than 20 healthcare programs and the SIMS Medical Center.

> Converting five floors into simulation labs and clinical classrooms means new ventilation, medical gas and power work, then flooring and paint, with completion expected in winter 2027-2028; once 20-plus healthcare programs move in, the simulation labs need clinical-grade cleaning.

HVAC · electrical · flooring · painting · cleaning

Springfield Technical Community College, 2026-06-18

02 · $93 million

MassMutual Center modernization

Phased upgrades starting 2026, over five years

A state-funded upgrade of the MassMutual Center arena and convention center in downtown Springfield, including new fire alarm and sprinkler systems, ventilation, sound and lighting, kitchens and concessions.

> Work is phased around the Thunderbirds hockey season over five years, so fire protection, mechanical and electrical contractors will see a series of packages rather than one bid, and the renovated concession areas and athlete facilities bring flooring work.

fire protection · HVAC · electrical · construction · flooring

WAMC, 2026-07-30

03 · $45 million

Westfield Police Department headquarters

Under construction

A new police station at 6 Union Street in Westfield, on more than three acres, replacing the 1972 station on Washington Street.

> Construction runs about 18 months from the August 2026 groundbreaking, with site paving early and mechanical, electrical and technology systems through 2027, and a new building on a three-acre site needs grounds work and ongoing landscape maintenance once it opens.

HVAC · electrical · paving · fire protection · landscaping

Western Mass News, 2026-08-25

04 · $2 billion

Springfield Regional Justice Center

Developer selected, contract under legal challenge

A new state courthouse complex across from Union Station in downtown Springfield to replace the Roderick Ireland Courthouse, to be built and leased to the courts by the Liberty Junction Team with Suffolk Construction as general contractor.

> The $2 billion figure is the 40-year lease contract, not the construction cost; if the selection holds, a downtown courthouse of this size brings long mechanical, electrical, fire protection and building-services scopes, and because the developer owns the building and leases it to the courts, janitorial work is a contract the owner will let.

construction · HVAC · electrical · fire protection · cleaning

WAMC, 2026-07-15

05 · $230 million

Agawam High School

Under construction; academic wing scheduled to finish June 2028

A new two-story high school rising beside the 1955 Cooper Street building in Agawam, built in two phases: a community wing with the auditorium, cafeteria, gyms and library, then an academic wing after part of the old school is demolished.

> The design mixes sloped roofs with flat roofs for mechanical units, adds an artificial turf courtyard and more athletic fields, and reworks traffic circulation, so roofing, landscape and paving crews have work through 2028, with interior painting and cleaning as each wing opens.

roofing · landscaping · paving · painting · cleaning

MassLive (via Yahoo News), 2026-05-28

06 · $19.6M

Springfield school roof, window and door replacements

Bonding approved July 2025; work expected to finish summer 2026

City Council bonding, 80% reimbursed by the Massachusetts School Building Authority, for new windows and doors at Central High School and roof projects at Samuel Bowles, Glenwood and Sumner Avenue elementary schools in Springfield.

> Three elementary roof replacements and a window and door package at Central High are the kind of MSBA-funded envelope work Springfield keeps cycling through on schools that are close to 100 years old.

roofing · construction

WWLP, 2025-07-24

07

Holyoke Public Schools roof replacements

MSBA approved; city appropriations under review December 2025

Roof replacement at Lt. Elmer J. McMahon Elementary and partial roof replacements with code-required upgrades at Maurice A. Donahue Elementary (about $5.7 million) and Lt. Clayre Sullivan Middle School (about $6.7 million) in Holyoke, approved for the MSBA Accelerated Repair Program.

> These follow three earlier MSBA-approved roof projects at Holyoke High, Kelly and McMahon schools, so Holyoke is letting a run of school roofing contracts with code upgrades attached rather than a single job.

roofing · construction

The Reminder, 2025-12-30

08 · $4 million

Springfield ARPA neighborhood parks program (Adams Park and others)

Adams Park renovations completed May 2026; program continues across 11 parks

Springfield's $4 million in American Rescue Plan Act funding for improvements at 11 neighborhood parks, including Adams Park in Upper Hill, which received an accessible walking path, a new parking lot, pavilion and basketball court work, a spray scape and tree plantings.

> Each park in the program mixes paths, parking lots, tree planting and small structures, which means paving, landscape installation and general construction packages, followed by grounds maintenance.

landscaping · paving · construction

City of Springfield, 2026-05-12

09 · $60 million

Masonic Clock Tower and Colonial Block adaptive reuse

Building permit plans submitted August 2026; completion expected first quarter 2028

McCaffery Interests' conversion of four historic downtown Springfield buildings, including the Masonic Clock Tower Building at State and Main and the Colonial and Stockbridge buildings, into 99 market-rate apartments with retail space.

> Gutting and refitting four historic buildings for apartments, a fitness center, coworking and lounges means interior construction, flooring and painting through 2027, then common-area and retail cleaning once tenants move in.

construction · flooring · painting · cleaning

WWLP, 2026-08-19

10

German Gerena School replacement

In design; opening targeted for 2030

A new four-story school for about 800 children, including expanded preschool classes, on the nearly 4-acre former Chestnut Junior High site at Chestnut and Prospect streets in Springfield's North End, replacing the current Gerena School, which sits on a high water table beside the highway, with 80% of allowable costs funded by the MSBA.

> The schematic plans include 172 parking spaces, separate bus, van and parent drop-off areas, two large play areas and outdoor gardens, so paving and landscape work come with the building, along with roofing, flooring and painting for a four-story school.

roofing · paving · landscaping · flooring · painting

MassLive (via Yahoo News), 2026-08-02

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 Springfield. One relationship with a facilities team here can cover many buildings.

Health system · Springfield, Hampden County

Baystate Health

Baystate Health reports more than 900 beds on average across its five hospitals and a workforce

Campus · Westfield, Hampden County

Westfield State University

Westfield State says it is home to about 4,600 students.

of nearly 13,000.

> Springfield-based system anchored by Baystate Medical Center, with hospitals, outpatient sites and parking that need HVAC, life-safety, cleaning and paving work.

HVAC · fire protection · cleaning · paving

Baystate Health

> State university campus with classroom, residence and athletic buildings plus grounds and lots that need roofing, mechanical and cleaning work.

HVAC · roofing · cleaning · landscaping

Westfield State University

Major employer · Springfield, Hampden County

MassMutual

Massachusetts Mutual Life Insurance Company was founded on May 15, 1851, and is headquartered in Springfield.

> Corporate headquarters campus with occupied-office cleaning, HVAC, electrical and grounds needs.

cleaning · HVAC · electrical · landscaping

Wikipedia

Major employer · Springfield, Hampden County

MGM Springfield

The downtown casino resort opened on August 24, 2018, as the first resort casino in Massachusetts.

> Hotel, casino, restaurants and garage in Metro Center that run around the clock, with cleaning, mechanical, flooring and painting needs.

cleaning · HVAC · flooring · painting

Wikipedia

Public owner · Chicopee, Hampden County

Westover Air Reserve Base

Westover is the largest Air Force Reserve base in the United States, covering 2,500 acres.

> Joint military and civilian airfield with hangars, runways, offices and lodging maintained through federal and airport authority contracts.

paving · roofing · HVAC · construction

Wikipedia

Industrial park · Springfield, Hampden County

Memorial Industrial Park

The Western Massachusetts Economic Development Council lists four Springfield industrial parks: Memorial, Memorial II, Wason North and North Center.

> Established industrial parks with older plants and warehouses where roofs, lots, electrical service and fire protection come up for replacement.

roofing · paving · electrical · fire protection

Western Massachusetts Economic Development Council

Retail center · Holyoke, Hampden County

Holyoke Mall at Ingleside

The mall covers 1.6 million square feet, the third-largest in New England by retail space.

> Enclosed super-regional mall with anchor boxes, common areas and large surface lots that need cleaning, paving, roofing and flooring work.

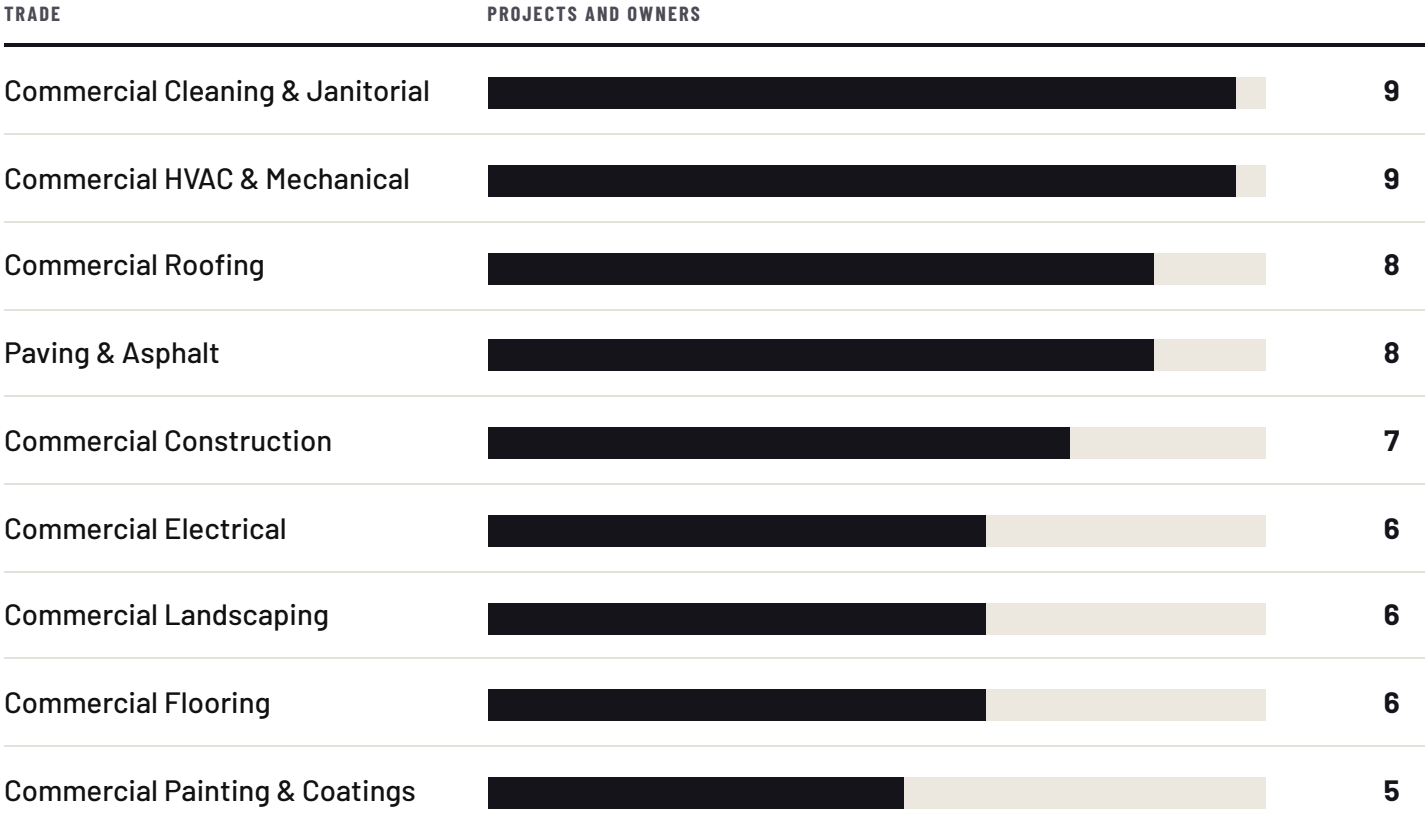
cleaning · paving · roofing · flooring

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, Springfield



TRADE	PROJECTS AND OWNERS	
Fire Protection		**5**

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

04

Chapter 04 The calendar

The Springfield selling calendar

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

Springfield 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	14	2	7	15	28	48	48	8	8	8	2
Cooling degree days average month	0	0	0	0	15	76	203	160	31	1	0	0
Heating degree days average month	1,245	1,054	923	549	244	44	5	16	112	447	743	1,073
Average high (°F) average month	34	37	45	58	70	78	83	81	74	61	50	39

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 28 hail reports of 1 inch or larger and 160 damaging wind reports across the metro's counties from 2015 to 2024: #70 of 100 markets for hail and #66 for wind. June, July and August carried 66% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 486 cooling degree days a year (#84 of 97 markets) and 6,455 heating degree days (#20 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 Springfield, 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 Springfield program

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

1,591
Commercial Roofing

1,591
Commercial Construction

644
Commercial HVAC & Mechanical

575
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 Springfield

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

The salary is the smallest part of the decision. About 870 people hold the role in the Springfield, MA 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 Springfield 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 has 20 or more people on site**
  One of the 1,089 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Springfield over-indexes on**
  grocery stores (1.34x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Baystate Health, Westfield State University, MassMutual and MGM Springfield.
- [ ] **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 Massachusetts before you dial.

0 of 5 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: 251 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: 240 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.

Manufacturing plants: 169 sites here

From our MSP talk track. Downtime that stops shipments. Ask what happens to production and shipping if the server or network is down for a day.

1. **If the server or network went down for a day, what would happen to production and shipping?**
   Downtime that stops shipments puts a dollar figure on IT in the owner's own words, which justifies backup and recovery work.

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.
3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.

2. **Do you supply parts or services to the Department of Defense or its prime contractors?**
   Defense contracts that involve controlled information now carry CMMC requirements, so a supplier needs a certification level to win and keep that work, which is a scoped, deadline-driven project.

3. **Which ERP do you run, and is an upgrade or replacement coming?**
   ERP projects touch servers, networks and security, and the provider who supports the migration usually stays.

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.

- [ ] **STCC School of Health and Patient Simulation relocation to Scibelli Hall**
  Under construction. Converting five floors into simulation labs and clinical classrooms means new ventilation, medical gas and power work, then flooring and paint, with completion expected in winter 2027-2028; once 20-plus healthcare programs move in, the simulation labs need clinical-grade cleaning.

- [ ] **MassMutual Center modernization**
  Phased upgrades starting 2026, over five years. Work is phased around the Thunderbirds hockey season over five years, so fire protection, mechanical and electrical contractors will see a series of packages rather than one bid, and the renovated concession areas and athlete facilities bring flooring work.

- [ ] **Westfield Police Department headquarters**

  Under construction. Construction runs about 18 months from the August 2026 groundbreaking, with site paving early and mechanical, electrical and technology systems through 2027, and a new building on a three-acre site needs grounds work and ongoing landscape maintenance once it opens.

- [ ] **Agawam High School**

  Under construction; academic wing scheduled to finish June 2028. The design mixes sloped roofs with flat roofs for mechanical units, adds an artificial turf courtyard and more athletic fields, and reworks traffic circulation, so roofing, landscape and paving crews have work through 2028, with interior painting and cleaning as each wing opens.

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

  66% of the 188 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 19 more medical, dental and outpatient offices in Springfield than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Springfield Regional Justice Center**

  Developer selected, contract under legal challenge. The $2 billion figure is the 40-year lease contract, not the construction cost; if the selection holds, a downtown courthouse of this size brings long mechanical, electrical, fire protection and building-services scopes, and because the developer owns the building and leases it to the courts, janitorial work is a contract the owner will let.

- [ ] **Springfield school roof, window and door replacements**

  Bonding approved July 2025; work expected to finish summer 2026. Three elementary roof replacements and a window and door package at Central High are the kind of MSBA-funded envelope work Springfield keeps cycling through on schools that are close to 100 years old.

- [ ] **New sites: restaurants**

  QCEW counted 35 more restaurants in Springfield 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

- [ ] Map the Springfield accounts your crews can reach in a day.
- [ ] 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 Baystate Health and Westfield State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Massachusetts 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: STCC School of Health and Patient Simulation relocation to Scibelli Hall.
- [ ] 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 Springfield 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, Springfield, MA.
- 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 Springfield-Greenfield Town 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: Basketball Hall of Fame sphere overlooking the Connecticut River, Springfield, Massachusetts, by Tyson Moultrie 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 Springfield

Territory
Check whether your trade is open in Springfield

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Hartford

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