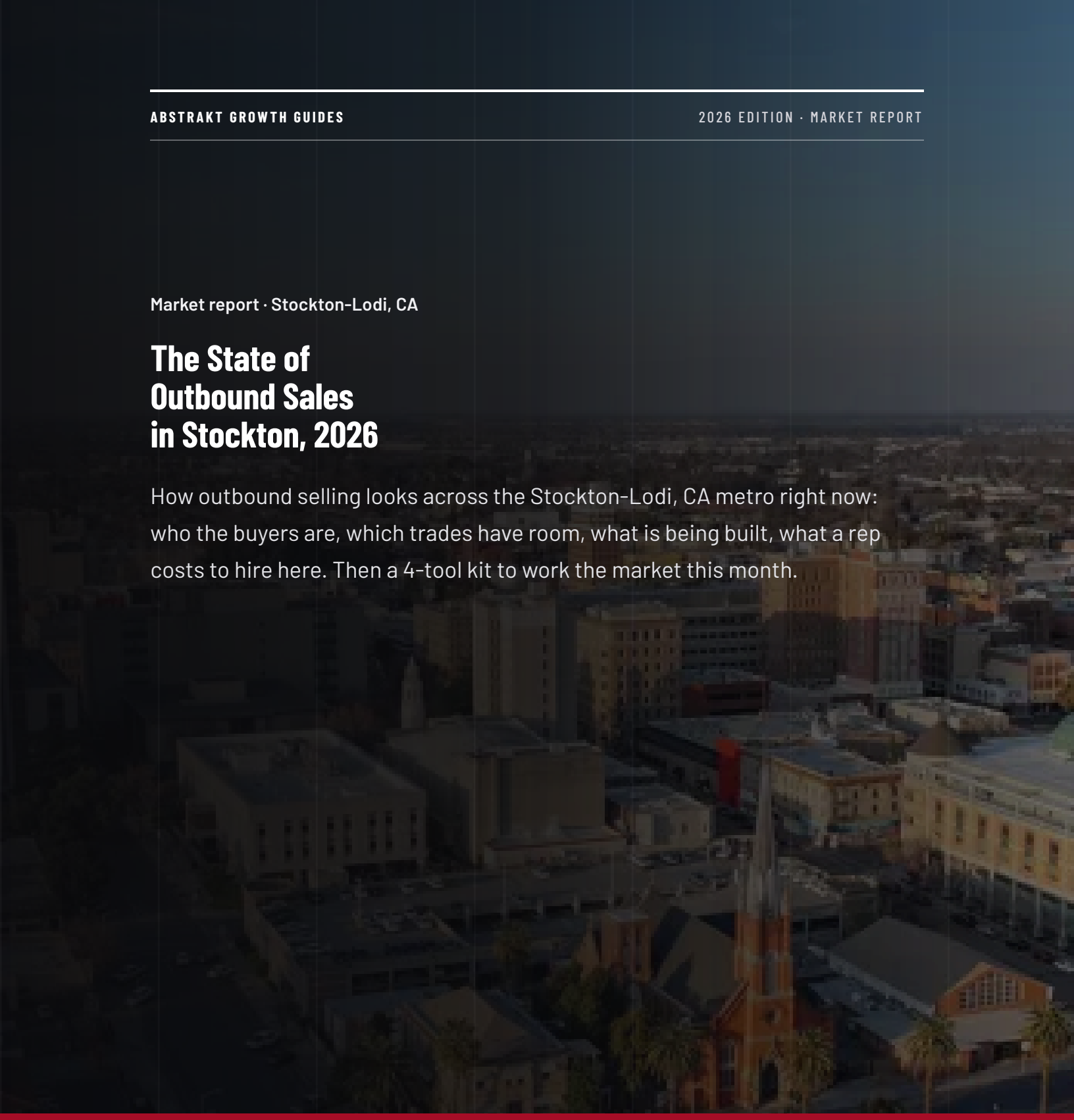
Market report · Stockton-Lodi, CA

The State of Outbound Sales in Stockton, 2026

How outbound selling looks across the Stockton-Lodi, 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.



1,478

business sites with 20+ people across the categories trades sell to, #85 of our 100 metros

14

buyer sites per mechanical contractor, #11 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 Stockton

1

Biggest buyer pool

Restaurants: 393 sites

with 20 or more people, the largest buyer category in Stockton-Lodi, ahead of retail stores (324).

2

Where the metro leans

Trucking companies: 3.94x the U.S. mix

Also over-represented: warehousing and distribution (2.57x) and senior living and nursing (1.29x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial HVAC & Mechanical: #11 of 100 markets

14 buyer sites with 20+ people for each of 36 local mechanical contractors. The most crowded is commercial cleaning & janitorial, #79 of 100.

4

Biggest reason to call

St. Joseph's Medical Center Cortopassi Tower expansion

Under construction. 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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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 Stockton-Lodi

1,478 business sites in Stockton-Lodi have 20 or more people on site in the categories commercial trades sell to. That ranks #85 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 Stockton-Lodi, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**393**	1,294	0.93x	+54
Retail stores	**324**	1,658	0.81x	+6
Manufacturing plants	**188**	530	0.77x	-14
Wholesale distributors	**147**	613	0.51x	+5
Medical, dental and outpatient offices	**124**	1,133	0.77x	+64
Trucking companies	**87**	1,291	3.94x	+44
Grocery stores	**79**	368	1.21x	+9
Warehousing and distribution	**64**	129	2.57x	+11
Senior living and nursing	**62**	231	1.29x	+22
Auto dealerships	**26**	71	0.86x	-6

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.

Stockton-Lodi leans toward trucking companies (3.94x), warehousing and distribution (2.57x) and senior living and nursing (1.29x). 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 (0.51x) and manufacturing plants (0.77x). 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 (+64), restaurants (+54) and trucking companies (+44). New sites have no incumbent vendor yet.

The metro

Stockton-Lodi, CA: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Stockton

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 Stockton figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Commercial HVAC & Mechanical MOST ROOM	**#11 of 100**	14	36	-3
Paving & Asphalt	**#14 of 94**	55	15	0
Managed Service Providers	**#17 of 100**	5.0	144	+13
Commercial Landscaping	**#29 of 100**	4.3	171	+4
Commercial Electrical	**#30 of 100**	12	59	+3
Commercial Roofing	**#35 of 89**	74	11	+1
Commercial Construction	**#40 of 100**	5.2	77	+2
Commercial Cleaning & Janitorial	**#79 of 100**	3.1	161	+10

Sources: U.S. Census Bureau, County Business Patterns 2023 (each trade's own buyer categories, 20+ people); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (contractor establishments and one-year change). Each trade counts different buyers, so compare ranks across trades, not the raw ratios. Ranked among markets with at least 10 contractors in the trade.

Commercial HVAC & mechanical (#11), paving & asphalt (#14) and managed service providers (#17) rank best in Stockton. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial cleaning & janitorial is the most crowded trade here, #79 of 100: 3.1 buyer sites for each of 161 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+13) and commercial cleaning & janitorial (+10) added them.

Not ranked here: commercial flooring (9 contractors), commercial painting & coatings (6 contractors) and fire protection (8 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 Stockton 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 6 anchor owners in Stockton-Lodi. 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

St. Joseph's Medical Center Cortopassi Tower expansion

Under construction

A five-story patient tower at St. Joseph's Medical Center in Stockton adding 144 beds, 10 operating rooms, an expanded emergency department, two helipads and a parking structure with more than 1,300 spaces.

> Groundbreaking was April 2026 with completion targeted for early 2030, so the parking structure and site paving come first and acute-care mechanical, electrical and fire protection scopes run for several years.

HVAC · electrical · fire protection · paving · flooring

The Stockton Record (via AOL), 2026-05-04

02 · $261 million

SJ BeWell Behavioral Health Campus

Under construction

A four-building first phase of a behavioral health campus on an 18.6-acre site near San Joaquin General Hospital in French Camp, with 132 residential beds and 241 treatment slots, built by Herrero Builders.

> The first building is due in July 2027 and the rest open at six-month intervals into 2028, giving mechanical, electrical, flooring and landscaping contractors staggered work over two years.

HVAC · electrical · flooring · landscaping

Stocktonia News, 2025-09-11

03 · 1.25 million sq ft

Walmart next-generation fulfillment center

Opening October 2026

A 1.25-million-square-foot automated fulfillment center on Mariposa Avenue in South Stockton, staffed by more than 1,000 associates and powered by an on-site utility-scale solar field.

> With construction wrapping up, the opportunity shifts to building services: janitorial, grounds, parking lot maintenance and electrical service for the automation and solar systems.

cleaning · landscaping · paving · electrical

Hoodline, 2026-09-17

04

CMC The Rock adolescent health center

Under construction

Community Medical Centers' conversion of the former Ebenezer AME Church at Weber Avenue and Stanislaus Street in downtown Stockton into a health center for teens and young adults.

> Adapting a century-old church for clinical, dental and behavioral health use calls for new mechanical and electrical systems plus paint and flooring, with completion targeted for September 2026.

HVAC · electrical · painting · flooring

Stocktonia News, 2026-04-15

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 Stockton-Lodi. One relationship with a facilities team here can cover many buildings.

Health system · Stockton, San Joaquin County

St. Joseph's Medical Center

Wikipedia, citing the City of Stockton's 2024 Annual Comprehensive Financial Report, lists St. Joseph's Medical Center with 3,200 employees.

> An acute care hospital campus with central plant equipment, sprinkler systems, parking and constant environmental services needs.

Campus · Stockton, San Joaquin County

University of the Pacific

University of the Pacific reports 4,655 students enrolled at its Stockton campus as of Fall 2025.

> A residential campus of academic buildings, residence halls, athletic venues and landscaped grounds that need roofing, painting, HVAC and grounds work.

roofing · painting · HVAC · landscaping

HVAC · fire protection · cleaning · electrical

Wikipedia

University of the Pacific

Major employer · Stockton, San Joaquin County

Amazon (Stockton operations)

Wikipedia, citing the City of Stockton's 2024 Annual Comprehensive Financial Report, lists Amazon as the city's largest employer with 6,040 employees.

> Fulfillment and delivery buildings with large roofs, dock doors, sprinkler systems, truck courts and parking.

roofing · fire protection · paving · cleaning

Wikipedia

Logistics hub · Stockton, San Joaquin County

Port of Stockton

The Port of Stockton says nearly 4.3 million metric tons of cargo moved through the port in 2023.

> An inland deepwater port with docks, transit sheds, warehouses, tenant buildings and its own electric utility, plus heavy-duty pavement and rail.

paving · roofing · electrical · painting

Port of Stockton

Public owner · Stockton, San Joaquin County

Stockton Unified School District

Wikipedia, citing the City of Stockton's 2024 Annual Comprehensive Financial Report, lists Stockton Unified School District with 5,615 employees.

> A large public school district with school buildings, gyms, kitchens, fields and parking lots maintained through public bids.

HVAC · roofing · flooring · paving

Wikipedia

Public owner · Stockton, San Joaquin County

City of Stockton

Wikipedia, citing the City of Stockton's 2024 Annual Comprehensive Financial Report, lists the City of Stockton with 2,258 employees.

> City-owned fire stations, police facilities, libraries, parks, corporation yards and parking that the city maintains and renovates through public bids.

HVAC · roofing · landscaping · 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, Stockton-Lodi

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		7
Paving & Asphalt		6
Commercial Electrical		6
Commercial Roofing		5
Commercial Landscaping		4
Commercial Flooring		4
Commercial Cleaning & Janitorial		3
Commercial Painting & Coatings		3
Fire Protection		3

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

04

Chapter 04 The calendar

The Stockton selling calendar

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

Stockton 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	1	0	2	0	0	0	0	0	0	0	0	0
Cooling degree days average month	0	0	7	32	113	239	362	338	239	69	0	0
Heating degree days average month	533	368	291	179	68	8	0	0	2	73	316	539
Average high (°F) average month	56	62	67	73	81	88	93	92	89	79	66	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 2 hail reports of 1 inch or larger and 1 damaging wind reports across the metro's counties from 2015 to 2024: #91 of 100 markets for hail and #97 for wind. January and March 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 1,398 cooling degree days a year (#40 of 97 markets) and 2,374 heating degree days (#76 of 97). Cooling load peaks in June, July, August and September; 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.

10 months average a high of 60°F or more (February, 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 Stockton, 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 Stockton program

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

2,218
Commercial Roofing

2,218
Commercial Construction

947
Commercial HVAC & Mechanical

739
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 Stockton

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

The salary is the smallest part of the decision. About 1,240 people hold the role in the Stockton-Lodi, 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 Stockton 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 1,478 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Stockton over-indexes on**
  trucking companies (3.94x the U.S. mix), warehousing and distribution (2.57x the U.S. mix) and senior living and nursing (1.29x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  St. Joseph's Medical Center, University of the Pacific, Amazon (Stockton operations) and Port of Stockton.
- [ ] **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 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: 393 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: 324 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: 188 sites here

From our HVAC talk track. Production uptime and energy. Ask how cooling issues affect the line.

1. **Where does cooling or ventilation actually touch production, in process cooling, make-up air or the control rooms?**
   This separates comfort cooling from equipment that affects output, and output is where the plant spends money quickly.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

2. **When was the last time a mechanical issue slowed or stopped a line?**
   A recent incident gives you the cost of failure in the plant's own words, which justifies a preventative program.
3. **When are your planned shutdowns, and does HVAC work get scheduled into them?**
   Shutdown windows are when real work gets done, so knowing them tells you when a proposal needs to be approved.
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.

- [ ] **St. Joseph's Medical Center Cortopassi Tower expansion**
  Under construction. Groundbreaking was April 2026 with completion targeted for early 2030, so the parking structure and site paving come first and acute-care mechanical, electrical and fire protection scopes run for several years.
- [ ] **SJ BeWell Behavioral Health Campus**
  Under construction. The first building is due in July 2027 and the rest open at six-month intervals into 2028, giving mechanical, electrical, flooring and landscaping contractors staggered work over two years.
- [ ] **Walmart next-generation fulfillment center**
  Opening October 2026. With construction wrapping up, the opportunity shifts to building services: janitorial, grounds, parking lot maintenance and electrical service for the automation and solar systems.
- [ ] **CMC The Rock adolescent health center**
  Under construction. Adapting a century-old church for clinical, dental and behavioral health use calls for new mechanical and electrical systems plus paint and flooring, with completion targeted for September 2026.

- [ ] **Storm season: January and March**

  100% of the 3 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, August and September**

  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 64 more medical, dental and outpatient offices in Stockton-Lodi than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 54 more restaurants in Stockton-Lodi 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

- [ ] Map the Stockton 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 St. Joseph's Medical Center and University of the Pacific 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: st. Joseph's Medical Center Cortopassi Tower expansion.
- [ ] 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 Stockton 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, Stockton-Lodi, 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 Stockton-Modesto 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: Aerial view of downtown Stockton, California, by Quintin Soloviev on Wikimedia Commons, CC BY 4.0.
- 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 Stockton

Territory
Check whether your trade is open in Stockton

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in San Francisco

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