Market report · Tampa-St. Petersburg-Clearwater, FL

The State of Outbound Sales in Tampa, 2026

How outbound selling looks across the Tampa-St. Petersburg-Clearwater, FL 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.

6,803

business sites with 20+ people across the categories trades sell to, #21 of our 100 metros

76

buyer sites per commercial flooring contractor, #28 of 68 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 Tampa

1

Biggest buyer pool

Restaurants: 2,016 sites

with 20 or more people, the largest buyer category in Tampa-St. Petersburg, ahead of retail stores (1,588).

2

Where the metro leans

Hospitals: 2.00x the U.S. mix

Also over-represented: commercial property managers (1.71x) and private K-12 schools (1.45x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Flooring: #28 of 68 markets

76 buyer sites with 20+ people for each of 37 local commercial flooring contractors. The most crowded is commercial cleaning & janitorial, #93 of 100.

4

Biggest reason to call

AdventHealth Carrollwood patient tower expansion, $214 million

Construction beginning. One of 5 named, sourced projects in this report.

5

Hiring locally

$124,700 for an in-house SDR's first year (illustrative)

At a $55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project

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01

Chapter 01 The market

Who buys in Tampa-St. Petersburg

6,803 business sites in Tampa-St. Petersburg have 20 or more people on site in the categories commercial trades sell to. That ranks #21 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 Tampa-St. Petersburg, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**2,016**	6,269	1.03x	+279
Retail stores	**1,588**	10,673	1.11x	+184
Medical, dental and outpatient offices	**907**	9,008	1.28x	+466
Wholesale distributors	**545**	3,707	0.83x	+94
Manufacturing plants	**541**	2,269	0.98x	+128
Grocery stores	**292**	1,503	1.03x	+17
Senior living and nursing	**291**	781	0.96x	+27
Hotels	**166**	454	0.96x	-1
Bank and credit union offices	**155**	1,742	0.93x	+55
Auto dealerships	**146**	531	1.21x	+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.

Tampa-St. Petersburg leans toward hospitals (2.00x), commercial property managers (1.71x) and private K-12 schools (1.45x). 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 colleges and universities (0.56x) and warehousing and distribution (0.63x). 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 (+466), restaurants (+279) and retail stores (+184). New sites have no incumbent vendor yet.

The metro

Tampa-St. Petersburg-Clearwater, FL: 4 counties in this report's counts.

Hillsborough County, Pinellas County and Pasco County hold 94% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Tampa-St. Petersburg

COUNTY	SITES WITH 20+	SHARE OF METRO
Hillsborough County START HERE	**3,181**	47%
Pinellas County	**2,371**	35%
Pasco County	**852**	13%
Hernando County	**309**	5%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 90 of the metro's 6,803 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Tampa

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 Tampa figure is ranked against the other markets we track.

How Tampa 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 Flooring MOST ROOM	**#28 of 68**	76	37	+2
Commercial Electrical	**#54 of 100**	10	309	+10
Commercial HVAC & Mechanical	**#60 of 100**	8.8	270	+11
Paving & Asphalt	**#69 of 94**	35	120	+10
Managed Service Providers	**#75 of 100**	2.0	1,990	+43
Commercial Roofing	**#69 of 89**	50	77	+1
Commercial Landscaping	**#81 of 100**	2.7	1,593	+60
Commercial Painting & Coatings	**#73 of 86**	45	88	+11
Fire Protection	**#83 of 96**	28	148	+6
Commercial Construction	**#89 of 100**	2.7	749	+24
Commercial Cleaning & Janitorial	**#93 of 100**	2.2	1,275	+29

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 flooring (#28), commercial electrical (#54) and commercial HVAC & mechanical (#60) rank best in Tampa. 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, #93 of 100: 2.2 buyer sites for each of 1,275 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Open programs

Our availability workbook does not cover Tampa yet. We take one client per trade per territory, so ask before you plan around it.

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

5 named, sourced projects and 6 anchor owners in Tampa-St. Petersburg. 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 · $214 million

AdventHealth Carrollwood patient tower expansion

Construction beginning

A six-story, 64-bed patient tower plus a five-story parking garage and expanded surgical and cardiac catheterization space at AdventHealth Carrollwood in Hillsborough County.

> The garage opens first, then the tower targets 2029, so paving and electrical work comes early and mechanical, fire protection and interior finish scopes follow through 2028.

HVAC · electrical · fire protection · paving · flooring

Business Observer, 2026-06-19

02

USF on-campus football stadium

Under construction

A 35,000-seat stadium and a 150,000-square-foot football operations center on the University of South Florida's Tampa campus, scheduled to open September 4, 2027.

> More than $210 million in contracts have already gone to Florida firms, and the final year before opening concentrates electrical, finish, paving and landscaping work, followed by event cleaning and grounds contracts.

electrical · paving · landscaping · cleaning · painting

Tampa Bay Business & Wealth, 2026-05-26

03 · $2.3 billion

Tampa Bay Rays ballpark at the Dale Mabry campus

Approved

A new Rays ballpark on the Dale Mabry campus near Raymond James Stadium in Tampa, approved by Tampa City Council and Hillsborough County in August 2026 and anchoring a planned mixed-use district.

> Public funding approval moves the project toward design and bidding; the team targets a 2029 opening, and the surrounding offices, hotels, housing and college campus would add years of follow-on building work.

construction · HVAC · electrical · fire protection · paving

Tampa Bay Business & Wealth, 2026-08-28

04 · $181 million

Regional Surface Water Treatment Plant expansion

Under construction

Tampa Bay Water's expansion of its treatment plant in east Hillsborough County, adding a fifth treatment system, three filters, raw water tank capacity and a new feed pipeline.

> Treatment plant work through 2028 is heavy on electrical, controls and mechanical piping, with coatings and site paving as the new structures come online.

electrical · HVAC · painting · paving

Business Observer, 2026-03-03

05 · 251,162 sq ft

Constellation East Tampa Business Center

Under construction

A three-building speculative industrial project at 7351 Muck Pond Road in unincorporated Hillsborough County, east of Tampa off Interstate 4.

> Construction started in May 2026 with completion expected around May 2027, so roofing, paving and electrical packages land in the next year, then tenant fit-outs and landscaping and cleaning contracts follow.

roofing · paving · electrical · landscaping

Business Observer, 2026-05-11

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 Tampa-St. Petersburg. One relationship with a facilities team here can cover many buildings.

Health system · Clearwater, Pinellas County

BayCare Health System

BayCare says it operates 16 hospitals and is one of the largest employers in the Tampa Bay area, with nearly 34,000 team members.

> Hospitals, surgery centers, urgent cares, imaging sites and HealthHubs across the region need HVAC, life-safety, flooring and environmental services work.

HVAC · fire protection · cleaning · flooring · electrical

BayCare Health System

Health system · Tampa, Hillsborough County

Tampa General Hospital

Wikipedia, citing the Tampa Bay Business Journal, lists Tampa General Hospital on Davis Islands at 1,040 beds.

> A large academic hospital campus on an island site runs central plant equipment, sprinklers, patient floors and parking structures that need ongoing service.

HVAC · fire protection · cleaning · flooring

Wikipedia

Campus · Tampa, Hillsborough County

University of South Florida

USF lists nearly 50,000 students, 14 colleges across three campuses and over 16,000 employees, based on Fall 2025 enrollment data.

> The Tampa, St. Petersburg and Sarasota-Manatee campuses plus USF Health buildings carry classroom, lab, housing and parking needs.

cleaning · HVAC · roofing · paving · landscaping

Airport · Tampa, Hillsborough County

Tampa International Airport (TPA)

Wikipedia, citing FAA data, lists 24,811,253 total passengers at TPA in 2025.

> The main terminal, airside buildings, parking garages and rental car center need cleaning, HVAC, electrical and pavement work.

cleaning · HVAC · electrical · paving

University of South Florida

Wikipedia

Logistics hub · Tampa, Hillsborough County

Port Tampa Bay

Port Tampa Bay calls itself Florida's largest port, handling 33 million tons of cargo per year across 5,000 acres, with a 100-acre container terminal.

> Terminals, warehouses, cold storage, cruise facilities and a shipyard on port land need paving, roofing, electrical and fire protection work.

paving · roofing · electrical · fire protection · construction

Port Tampa Bay

Major employer · St. Petersburg, Pinellas County

Raymond James

Pinellas County Economic Development ranks Raymond James & Associates third among the county's private employers for 2025, with 4,600 employees.

> The St. Petersburg headquarters offices and parking need janitorial, HVAC, landscaping and pavement upkeep.

cleaning · HVAC · landscaping · paving

Pinellas 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, Tampa-St. Petersburg

TRADE	PROJECTS AND OWNERS	
Paving & Asphalt		9
Commercial Electrical		8
Commercial HVAC & Mechanical		8
Commercial Cleaning & Janitorial		6
Fire Protection		5
Commercial Landscaping		4
Commercial Flooring		3

TRADE	PROJECTS AND OWNERS	
Commercial Roofing		3
Commercial Painting & Coatings		2
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 Tampa selling calendar

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

Tampa 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	8	5	7	20	32	7	24	4	0	0	3	8
Cooling degree days average month	75	88	131	207	376	485	537	540	475	314	137	88
Heating degree days average month	239	156	88	10	0	0	0	0	0	1	65	169
Average high (°F) average month	70	73	77	82	87	90	91	91	89	84	77	73

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 14 hail reports of 1 inch or larger and 104 damaging wind reports across the metro's counties from 2015 to 2024: #79 of 100 markets for hail and #71 for wind. April, May and July carried 64% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 3,451 cooling degree days a year (#8 of 97 markets) and 728 heating degree days (#91 of 97). Cooling load peaks in May, June, July, August, September and October; heating in January, February 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.

Every month averages a high of 60°F or more, so exterior painting, paving and landscaping work is not squeezed into a short season here. The calendar that matters is each property's contract and budget date.

> "HVAC outbound runs every month of the year, and the season changes the message, not the effort. In peak months calls lead with service: which units struggled, how fast the current contractor responded, and when the agreement renews. The rest of the year they lead with planned work, budgets and equipment past mid-life."
>
> — How HVAC timing works, from our HVAC talk track

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 Tampa, 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 Tampa program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Tampa-St. Petersburg-Clearwater territory.

8,151
Commercial Roofing

8,151
Commercial Construction

2,899
Commercial HVAC & Mechanical

2,110
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 Tampa

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

The salary is the smallest part of the decision. About 16,050 people hold the role in the Tampa-St. Petersburg-Clearwater, FL 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 Tampa 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 Hillsborough County, Pinellas County and Pasco County**
  94% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 6,803 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Tampa over-indexes on**
  hospitals (2.00x the U.S. mix), commercial property managers (1.71x the U.S. mix) and private K-12 schools (1.45x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  BayCare Health System, Tampa General Hospital, University of South Florida and Tampa International Airport (TPA).
- [ ] **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 Florida 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: 2,016 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: 1,588 sites here

From our electrical talk track. Lighting cost and fast repair. For chains, decisions often sit in a regional facilities office, so find who owns vendors for your area.

1. **Who handles electrical service for this store, the store, a regional facilities office or a national provider?**
   For chains, decisions often sit outside the store, so this tells you who to call next.
2. **Is a lighting retrofit or remodel planned for this location?**
   Remodels and retrofits are defined projects with budgets.
3. **How fast does your current electrician respond when lights or signs go out?**
   Slow response during business hours is a common reason to add a vendor.

Medical, dental and outpatient offices: 907 sites here

From our flooring talk track. Cleanable surfaces and installing without closing the practice. Weekend installs are common.

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. **Which areas are clinical and which are office, and what is in each now?**
   Clinical areas need cleanable, seamless surfaces, which changes product and price.
2. **Can installs happen on weekends or after hours so the practice stays open?**
   Keeping patients flowing is the main concern, so scheduling answers matter.
3. **Is a remodel, acquisition or new location planned?**
   New clinics and remodels bring the largest flooring projects.
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.

- [ ] **AdventHealth Carrollwood patient tower expansion**
  Construction beginning. The garage opens first, then the tower targets 2029, so paving and electrical work comes early and mechanical, fire protection and interior finish scopes follow through 2028.
- [ ] **Tampa Bay Rays ballpark at the Dale Mabry campus**
  Approved. Public funding approval moves the project toward design and bidding; the team targets a 2029 opening, and the surrounding offices, hotels, housing and college campus would add years of follow-on building work.
- [ ] **USF on-campus football stadium**
  Under construction. More than $210 million in contracts have already gone to Florida firms, and the final year before opening concentrates electrical, finish, paving and landscaping work, followed by event cleaning and grounds contracts.
- [ ] **Regional Surface Water Treatment Plant expansion**
  Under construction. Treatment plant work through 2028 is heavy on electrical, controls and mechanical piping, with coatings and site paving as the new structures come online.

- [ ] **Constellation East Tampa Business Center**

  Under construction. Construction started in May 2026 with completion expected around May 2027, so roofing, paving and electrical packages land in the next year, then tenant fit-outs and landscaping and cleaning contracts follow.

- [ ] **Cooling season: May, June, July, August, September and October**

  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: restaurants**

  QCEW counted 279 more restaurants in Tampa-St. Petersburg than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  64% of the 118 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 466 more medical, dental and outpatient offices in Tampa-St. Petersburg 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

- [ ] Start in Hillsborough County, Pinellas County and Pasco County, which hold 94% 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 BayCare Health System and Tampa General Hospital at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Florida 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: adventHealth Carrollwood patient 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 Tampa 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, Tampa-St. Petersburg-Clearwater, FL.
- 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 Tampa-St. Petersburg-Clearwater 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 Tampa skyline across the water at night, by Kody Cheyne 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 Tampa

Territory
Check whether your trade is open in Tampa

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in North Port

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