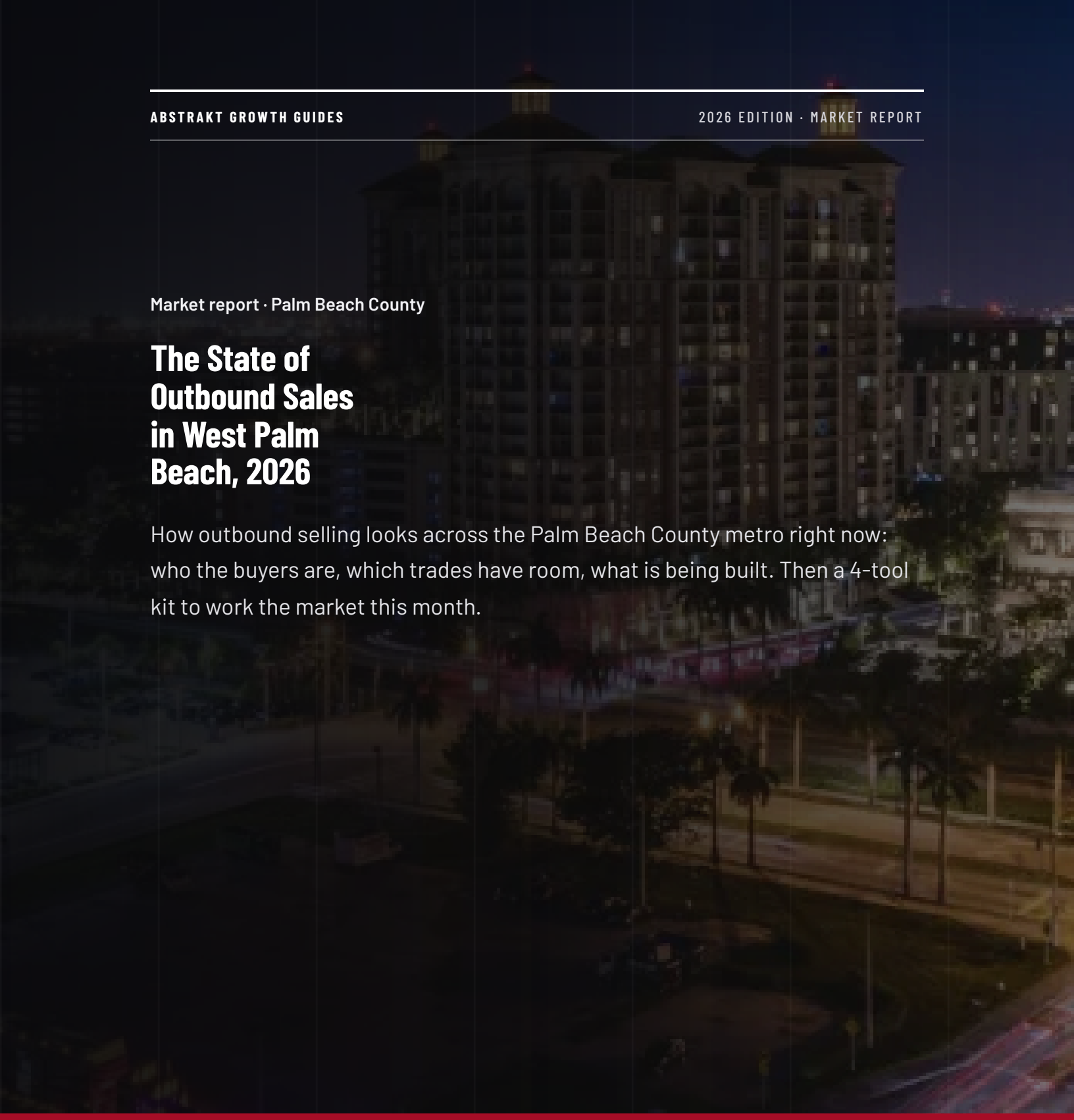


Market report · Palm Beach County

The State of Outbound Sales in West Palm Beach, 2026

How outbound selling looks across the Palm Beach County metro right now: who the buyers are, which trades have room, what is being built. Then a 4-tool kit to work the market this month.

3,475

business sites with 20+ people across the categories trades sell to, #46 of our 100 metros

101

buyer sites per commercial painting contractor, #5 of 86 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

4 things to know about outbound sales in West Palm Beach

1

Biggest buyer pool

Restaurants: 1,101 sites

with 20 or more people, the largest buyer category in Palm Beach County, ahead of retail stores (823).

2

Where the metro leans

Commercial property managers: 2.11x the U.S. mix

Also over-represented: golf courses and country clubs (1.99x) and medical, dental and outpatient offices (1.40x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Painting & Coatings: #5 of 86 markets

101 buyer sites with 20+ people for each of 22 local commercial painting contractors. The most crowded is commercial cleaning & janitorial, #96 of 100.

4

Biggest reason to call

Cleveland Clinic West Palm Beach hospital

Site preparation and demolition in 2026, opening end of 2029. One of 5 named, sourced projects in this report.

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 sources as of 2026-09. Full list at the end.

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01

Chapter 01 The market

Who buys in Palm Beach County

3,475 business sites in Palm Beach County have 20 or more people on site in the categories commercial trades sell to. That ranks #46 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 Palm Beach County, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,101**	3,194	0.80x	+94
Retail stores	**823**	5,675	0.98x	+65
Medical, dental and outpatient offices	**521**	5,793	1.40x	+312
Wholesale distributors	**211**	2,373	0.78x	+48
Grocery stores	**170**	812	0.95x	+44
Senior living and nursing	**164**	371	0.68x	-10
Manufacturing plants	**162**	1,019	0.75x	+41
Hotels	**79**	163	0.55x	0
Private K-12 schools	**70**	133	1.07x	+5
Bank and credit union offices	**69**	974	0.92x	+38

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.

Palm Beach County leans toward commercial property managers (2.11x), golf courses and country clubs (1.99x) and medical, dental and outpatient offices (1.40x). 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 trucking companies (0.54x) and hotels (0.55x). 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 (+312), restaurants (+94) and retail stores (+65). New sites have no incumbent vendor yet.

The metro

Palm Beach County (Palm Beach County, part of the Miami-Fort Lauderdale-West Palm Beach MSA): 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in West Palm Beach

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 West Palm Beach figure is ranked against the other markets we track.

How West Palm Beach 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 Painting & Coatings MOST ROOM	**#5 of 86**	101	22	-1
Paving & Asphalt	**#12 of 94**	57	43	-1
Commercial Electrical	**#22 of 100**	12	131	+4
Commercial Flooring	**#18 of 68**	84	21	+1
Commercial HVAC & Mechanical	**#42 of 100**	10	119	+10
Commercial Roofing	**#44 of 89**	68	31	0
Managed Service Providers	**#61 of 100**	2.5	795	+30
Commercial Construction	**#85 of 100**	3.0	360	+20
Commercial Landscaping	**#89 of 100**	2.4	1,086	+31
Fire Protection	**#86 of 96**	26	88	-11
Commercial Cleaning & Janitorial	**#96 of 100**	2.1	731	+34

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 painting & coatings (#5), paving & asphalt (#12) and commercial electrical (#22) rank best in West Palm Beach. 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, #96 of 100: 2.1 buyer sites for each of 731 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Fire protection (-11) and commercial painting & coatings (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial cleaning & janitorial (+34) and commercial landscaping (+31) added them.

Open programs

Our availability workbook does not cover West Palm Beach 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 Palm Beach County. 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

Cleveland Clinic West Palm Beach hospital

Site preparation and demolition in 2026, opening end of 2029

A 200-bed Cleveland Clinic hospital in West Palm Beach.

> A new 200-bed hospital is a multi-year run of HVAC, electrical and fire protection work, followed by healthcare flooring, painting and environmental services contracts as it nears its 2029 opening.

HVAC · electrical · fire protection · flooring · cleaning

Cleveland Clinic Newsroom, 2026-02-22

02 · nearly one million square feet

10 and 15 CityPlace office towers

Under construction, both towers scheduled for completion in 2027

Two Related Ross office towers in downtown West Palm Beach's CityPlace district: the 470,000 square foot 10 CityPlace and the 25-story, 490,000 square foot 15 CityPlace.

> Core and shell work carries HVAC, electrical and fire protection now, and with tenants lined up, tenant improvement work for flooring, painting and electrical follows into 2027, then janitorial contracts for two Class A towers.

HVAC · electrical · fire protection · flooring · cleaning

Florida YIMBY, 2026-08-02

03

Jupiter Medical Center hospital at Avenir

Under construction (broke ground June 2026), opening early 2028

A new Jupiter Medical Center hospital with 29 inpatient beds, four operating rooms and 24-hour emergency services in the Avenir community off Northlake Boulevard in western Palm Beach Gardens.

> Operating rooms and an emergency department need precise HVAC, medical-grade electrical and fire protection, and a new suburban campus adds paving and landscaping scopes before the 2028 opening.

HVAC · electrical · fire protection · paving · landscaping

WPTV, 2026-06-24

04 · 220,000 sq ft

The Modern at Palm Beach Gardens

Groundbreaking targeted 2026

An eight-story, 220,000 square foot Class AA office tower from Gatsby Florida at 11200 RCA Center Drive in Palm Beach Gardens.

> A spec office tower brings HVAC, electrical and fire sprinkler work during construction, then repeated tenant build-outs with flooring and painting as space leases.

HVAC · electrical · fire protection · flooring · painting

Florida YIMBY, 2026-03-26

05

Delray Beach water treatment plant

Under construction (broke ground early 2026), completion expected early 2028

A new water treatment plant for the City of Delray Beach with upgraded treatment, monitoring and control systems.

> Treatment plants carry process electrical, controls and mechanical work through 2028, plus site paving and protective coatings on new structures.

electrical · HVAC · paving · painting

CBS12 (WPEC), 2026-02-04

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 Palm Beach County. One relationship with a facilities team here can cover many buildings.

Health system · Boca Raton, Palm Beach County

Boca Raton Regional Hospital (Baptist Health)

The Sun Sentinel reports a new nine-story, 427,000-square-foot tower at Boca Raton Regional Hospital was expected to open in summer 2026 with all-private patient rooms and 20 operating rooms.

> A growing hospital campus with a new tower, outpatient surgery building and a planned proton therapy center needs HVAC, life-safety, cleaning and flooring work.

HVAC · fire protection · cleaning · flooring · electrical

Sun Sentinel

Campus · Boca Raton, Palm Beach County

Florida Atlantic University

FAU says it serves more than 30,000 undergraduate and graduate students across six campuses along the southeast Florida coast.

> The Boca Raton main campus and Jupiter campus run classroom, lab, housing and athletic buildings that need HVAC, cleaning, roofing and grounds work.

HVAC · cleaning · roofing · landscaping

Florida Atlantic University

Major employer · Juno Beach, Palm Beach County

NextEra Energy and FPL headquarters

Stet News reports the 58-acre Juno Beach headquarters has 900,000 square feet of offices across five buildings, 3,094 parking spaces and a 3,300-member workforce.

> Five office buildings, large surface parking and preserved native landscaping on one campus mean janitorial, HVAC, paving and landscape work.

cleaning · HVAC · paving · landscaping

Airport · West Palm Beach, Palm Beach County

President Donald J. Trump International Airport (formerly Palm Beach International)

Palm Beach County's Department of Airports says the airport offers more than 200 daily nonstop arrivals and departures on 12 airlines.

> The county-run terminal, parking structures and airfield support buildings need cleaning, HVAC, electrical and pavement work.

cleaning · HVAC · electrical · paving

electrical

Stet News

Palm Beach County Department of Airports

Logistics hub · Riviera Beach, Palm Beach County

Port of Palm Beach

The Port of Palm Beach says a new 10-year granite import lease is expected to bring more than 3 million tons of granite through the port, alongside more than 200,000 tons of cement imported annually.

> Berths, cargo yards, warehouses and truck lanes at the port need paving, roofing, electrical and fire protection work.

paving · roofing · electrical · fire protection

Port of Palm Beach

Industrial park · Unincorporated Palm Beach County, west of Jupiter

Palm Beach Park of Commerce

The Real Deal reports the park on Bee Line Highway spans 1,300 acres of heavy- and light-industrial developable land and commercial sites, where Woodmont paid $40.4 million for 116.6 acres to build eight warehouses.

> New Class A warehouses and industrial buildings with many tenants need roofing, paving, electrical and fire sprinkler work as the park fills in.

roofing · paving · electrical · fire protection · construction

The Real Deal

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, Palm Beach County

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		10
Commercial HVAC & Mechanical		9
Fire Protection		7
Paving & Asphalt		6
Commercial Cleaning & Janitorial		6

TRADE	PROJECTS AND OWNERS	
Commercial Flooring		4
Commercial Roofing		3
Commercial Landscaping		3
Commercial Painting & Coatings		2
Commercial Construction		1

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

04

Chapter 04 The calendar

The West Palm Beach selling calendar

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

West Palm Beach 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	2	2	5	41	23	16	11	7	2	1	0	0
Cooling degree days average month	122	143	195	275	401	493	546	555	497	400	227	155
Heating degree days average month	112	70	30	1	0	0	0	0	0	0	16	68
Average high (°F) average month	76	78	81	85	88	90	91	92	90	86	81	77

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 26 hail reports of 1 inch or larger and 84 damaging wind reports across the metro's counties from 2015 to 2024: #73 of 100 markets for hail and #74 for wind. April, May and June carried 73% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 4,008 cooling degree days a year (#3 of 97 markets) and 297 heating degree days (#96 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 West Palm Beach, 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 West Palm Beach program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the West Palm Beach - Melbourne FL territory, which reaches past the Palm Beach County metro.

5,503
Commercial Roofing

5,503
Commercial Construction

1,744
Commercial HVAC & Mechanical

1,273
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.

Part two Apply this

The West Palm Beach 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 3,475 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category West Palm Beach over-indexes on**
  commercial property managers (2.11x the U.S. mix), golf courses and country clubs (1.99x the U.S. mix) and medical, dental and outpatient offices (1.40x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Boca Raton Regional Hospital (Baptist Health), Florida Atlantic University, NextEra Energy and FPL headquarters and President Donald J. Trump International Airport (formerly Palm Beach International).
- [ ] **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 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: 1,101 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.

Medical, dental and outpatient offices: 521 sites here

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

1. **Does the practice lease the building, and if so, who manages the lot?**
   Many practices lease, so this tells you whether the landlord or property manager is the real buyer.

Retail stores: 823 sites here

From our painting talk track. Night work that does not close the store. Chains often run repaints as multi-site programs from regional facilities.

1. **Is painting bought store by store or through a regional or national remodel program?**
   Program work needs a different contact and often a vendor registration process.
2. **Can the work be done overnight without closing the store?**
   Night work capability is often the deciding factor for retail painting.
3. **Are remodels, brand refreshes or new stores planned in this area?**
   Planned programs give you a timeline and a defined scope.

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. **Have patients mentioned trip hazards, potholes or trouble with accessible parking?**
   Patient safety concerns and accessibility issues drive action quickly at medical offices.
3. **Are your accessible spaces, ramps and curb cuts in good condition and up to current requirements?**
   Accessibility updates are a common, well-defined scope for paving and concrete work.

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.

- [ ] **Cleveland Clinic West Palm Beach hospital**
  Site preparation and demolition in 2026, opening end of 2029. A new 200-bed hospital is a multi-year run of HVAC, electrical and fire protection work, followed by healthcare flooring, painting and environmental services contracts as it nears its 2029 opening.
- [ ] **Jupiter Medical Center hospital at Avenir**
  Under construction (broke ground June 2026), opening early 2028. Operating rooms and an emergency department need precise HVAC, medical-grade electrical and fire protection, and a new suburban campus adds paving and landscaping scopes before the 2028 opening.
- [ ] **10 and 15 CityPlace office towers**
  Under construction, both towers scheduled for completion in 2027. Core and shell work carries HVAC, electrical and fire protection now, and with tenants lined up, tenant improvement work for flooring, painting and electrical follows into 2027, then janitorial contracts for two Class A towers.
- [ ] **The Modern at Palm Beach Gardens**
  Groundbreaking targeted 2026. A spec office tower brings HVAC, electrical and fire sprinkler work during construction, then repeated tenant build-outs with flooring and painting as space leases.

- [ ] **Delray Beach water treatment plant**

  Under construction (broke ground early 2026), completion expected early 2028. Treatment plants carry process electrical, controls and mechanical work through 2028, plus site paving and protective coatings on new structures.

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

  73% of the 110 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: 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: medical, dental and outpatient offices**

  QCEW counted 312 more medical, dental and outpatient offices in Palm Beach County than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 94 more restaurants in Palm Beach County 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 West Palm Beach accounts your crews can reach in a day.
- [ ] 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 Boca Raton Regional Hospital (Baptist Health) and Florida Atlantic University 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: cleveland Clinic West Palm Beach hospital.
- [ ] 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 SDR cost calculator.
- [ ] 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, Palm Beach County.
- 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) (Palm Beach County, part of the Miami-Fort Lauderdale-West Palm Beach MSA).
- 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 West Palm Beach - Melbourne FL territory.
- Cover photo: West Palm Beach, Florida at night, by Clay LeConey 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 West Palm Beach

Territory
Check whether your trade is open in West Palm Beach

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Miami

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