Market report · Baton Rouge, LA

The State of Outbound Sales in Baton Rouge, 2026

How outbound selling looks across the Baton Rouge, LA 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.

1,972

business sites with 20+ people across the categories trades sell to, #67 of our 100 metros

3.6

buyer sites per commercial landscaping contractor, #50 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 Baton Rouge

1

Biggest buyer pool

Restaurants: 570 sites

with 20 or more people, the largest buyer category in Baton Rouge, ahead of retail stores (437).

2

Where the metro leans

Bank and credit union offices: 1.35x the U.S. mix

Also over-represented: retail stores (1.31x) and warehousing and distribution (1.29x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #50 of 100 markets

3.6 buyer sites with 20+ people for each of 277 local commercial landscaping contractors. The most crowded is paving & asphalt, #94 of 94.

4

Biggest reason to call

Hut 8 River Bend Data Center Campus, $10 billion

Under construction, operations expected second quarter 2027. One of 8 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.

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01 THE MARKET — Who buys in Baton Rouge

02 THE COMPETITION — Which trades have the most room in Baton Rouge

03 THE PROJECTS — What is being built, and who owns the buildings

04 THE CALENDAR — The Baton Rouge selling calendar

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06 BUILD OR BUY — What an in-house SDR costs in Baton Rouge

Kit PART TWO: APPLY THIS — The toolkit

Src METHOD — Sources and notes

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; 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 Baton Rouge

1,972 business sites in Baton Rouge have 20 or more people on site in the categories commercial trades sell to. That ranks #67 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 Baton Rouge, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**570**	1,699	1.21x	+82
Retail stores	**437**	2,807	1.31x	+18
Medical, dental and outpatient offices	**225**	1,453	0.99x	+60
Manufacturing plants	**190**	582	0.92x	+17
Wholesale distributors	**187**	959	1.11x	+5
Grocery stores	**99**	393	1.15x	+2
Senior living and nursing	**68**	161	0.77x	+5
Bank and credit union offices	**58**	558	1.35x	0
Churches and religious organizations	**55**	482	0.22x	+3
Private K-12 schools	**50**	73	1.28x	+7

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.

Baton Rouge leans toward bank and credit union offices (1.35x), retail stores (1.31x) and warehousing and distribution (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 churches and religious organizations (0.22x) and senior living and nursing (0.77x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+82), medical, dental and outpatient offices (+60) and retail stores (+18). New sites have no incumbent vendor yet.

The metro

Baton Rouge, LA: 9 counties in this report's counts.

East Baton Rouge Parish, Ascension Parish and Livingston Parish hold 85% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Baton Rouge

COUNTY	SITES WITH 20+	SHARE OF METRO
East Baton Rouge Parish START HERE	**1,252**	63%
Ascension Parish	**239**	12%
Livingston Parish	**176**	9%
West Baton Rouge Parish	**74**	4%
Iberville Parish	**39**	2%
Pointe Coupee Parish	**13**	1%

COUNTY	SITES WITH 20+	SHARE OF METRO
West Feliciana Parish	**9**	0%
East Feliciana Parish	**8**	0%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 159 of the metro's 1,972 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Baton Rouge

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 Baton Rouge figure is ranked against the other markets we track.

How Baton Rouge 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 Landscaping MOST ROOM	**#50 of 100**	3.6	277	+15
Managed Service Providers	**#52 of 100**	2.7	445	-3
Commercial Cleaning & Janitorial	**#72 of 100**	3.2	234	+3
Commercial Flooring	**#55 of 68**	49	12	+1
Fire Protection	**#81 of 96**	28	37	+2
Commercial Roofing	**#85 of 89**	39	24	0
Commercial Construction	**#97 of 100**	2.3	247	+5
Commercial HVAC & Mechanical	**#97 of 100**	4.9	132	-10
Commercial Painting & Coatings	**#85 of 86**	26	37	+5
Commercial Electrical	**#99 of 100**	4.3	196	+17
Paving & Asphalt	**#94 of 94**	18	53	+6

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 landscaping (#50), managed service providers (#52) and commercial cleaning & janitorial (#72) rank best in Baton Rouge. 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, #94 of 94: 18 buyer sites for each of 53 local paving contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-10) and managed service providers (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial electrical (+17) and commercial landscaping (+15) added them.

Open programs

Our availability workbook does not cover Baton Rouge 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

8 named, sourced projects and 6 anchor owners in Baton Rouge. 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 · $10 billion

Hut 8 River Bend Data Center Campus

Under construction, operations expected second quarter 2027

An AI data center campus in West Feliciana Parish north of Baton Rouge with an initial 330 megawatts of utility capacity, built with Jacobs as engineering, procurement and construction manager.

> Data center construction at this scale runs heavy on electrical and cooling work, and the site needs fire suppression, paving and access roads. Peak construction is expected to bring about 1,000 workers on site.

electrical · HVAC · fire protection · paving · construction

Construction Dive, 2025-12-22

02 · $3.4 billion

Shintech Louisiana Plaquemine Expansion

Announced March 2026, work started, first phase due 2030

An expansion of Shintech's chemical complex in Plaquemine, Iberville Parish, adding a second ethylene unit and a fourth chlor-alkali and vinyl chloride monomer unit.

> A multi-year industrial build brings support buildings, control rooms, electrical infrastructure, protective coatings and site paving, and is expected to create about 3,000 construction jobs over its life.

electrical · painting · paving · fire protection · construction

Louisiana Economic Development, 2026-03-04

03 · $25 million

Katoen Natie Baton Rouge Polymers Terminal Expansion

Under construction, completion expected October 2026

A new 300,000 sq ft warehouse for storing and repackaging titanium dioxide and other products at the Baton Rouge Polymers Terminal in East Baton Rouge Parish.

> A large logistics warehouse needs roofing, fire sprinklers, lighting and truck-court paving now, then sealed or coated floors and recurring maintenance after the November 2026 start of operations.

roofing · fire protection · electrical · paving

Louisiana Economic Development, 2025-11-19

04 · $59 million

Our Lady of the Lake St. Elizabeth expansion

Broke ground September 29, 2026; completion early 2028

A three-story, 71,000-square-foot medical office building at the St. Elizabeth hospital in Gonzales, Ascension Parish, for women's primary care, cardiology, imaging, pharmacy and lab services, with a new facade, shared lobby, two elevators and more parking.

> Imaging and clinic space mean mechanical, electrical and fire protection work through 2027, then flooring, post-construction cleaning and a new medical office janitorial contract when the building opens in early 2028; expanded parking adds paving work on the Highway 30 site.

HVAC · fire protection · flooring · cleaning · paving

Gonzales Weekly Citizen (via Yahoo News), 2026-09-30

05

Hyundai-POSCO steel plant, RiverPlex MegaPark

Ground broken; $1.3 billion in bonds approved September 2026, key permits pending

A steel plant in Modeste on the west bank of Ascension Parish that anchors the RiverPlex MegaPark industrial complex; the State Bond Commission approved $1.3 billion in tax-free bonds for it in September 2026.

> Once air and dock permits clear, an integrated steel plant brings years of industrial electrical, fire protection, protective coatings and paved yard work, plus offices and support buildings.

electrical · fire protection · painting · paving · construction

WWNO, 2026-09-18

06 · $55 million

Our Lady of the Lake Regional Medical Center Emergency Department Reimagination

Under construction, opening planned March 2027

A renovation of 25,000 square feet of the emergency department at Our Lady of the Lake Regional Medical Center in Baton Rouge, adding at least 20 monitored beds, trauma rooms and a dedicated CT scanner, with Womack Construction as contractor.

> Interior hospital work inside an open, 24/7 department means phased flooring, terminal and post-construction cleaning, and mechanical and electrical work before the space turns over in February 2027; a second phase covering cosmetic updates and the waiting room follows.

flooring · cleaning · HVAC · electrical · painting

WAFB, 2026-09-08

07 · $40 million

Sports Illustrated Resorts Baton Rouge (Hilton Baton Rouge Capitol Center conversion)

Announced April 2026; renovation to begin early 2027, completion expected September 2027

Travel + Leisure Co. will renovate the 11-story Hilton Baton Rouge Capitol Center on Lafayette Street downtown into a Sports Illustrated Resorts property with vacation ownership, hotel and whole ownership units.

> A hotel-to-resort conversion is mostly interior work: guestroom and corridor flooring, painting, and mechanical upgrades during 2027, then housekeeping, carpet care and common-area cleaning contracts once it relaunches.

flooring · painting · cleaning · HVAC

WAFB, 2026-04-14

08 · $50 million

Southern University student housing development

Under construction, opening targeted August 2027

A new residence hall on the Southern University campus in Baton Rouge adding 500 beds in its first phase, with plans to reach 850 beds.

> A 500-bed residence hall needs flooring, fire sprinklers and mechanical systems over a roughly 13-month build, then move-in cleaning and ongoing custodial and floor care for the residence hall.

flooring · cleaning · fire protection · HVAC · construction

WAFB, 2026-06-25

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

Health system · Baton Rouge, East Baton Rouge Parish

Our Lady of the Lake Regional Medical Center

FMOL Health says Our Lady of the Lake Regional Medical Center is one of the 25 largest hospitals

Health system · Baton Rouge, East Baton Rouge Parish, and Prairieville, Ascension Parish

Baton Rouge General

Baton Rouge General reports over 600 licensed beds between three campuses: Bluebonnet, Mid

in the country and one of only three Level I trauma centers in Louisiana.

> A large regional hospital campus with trauma, surgical and patient towers runs mechanical, life-safety and environmental services around the clock.

HVAC · cleaning · fire protection · electrical · flooring

FMOL Health

City and Ascension.

> Three hospital campuses in two parishes each have their own roofs, mechanical plants, parking and interior finish cycles.

HVAC · roofing · cleaning · painting

Baton Rouge General

Major employer · Baton Rouge, East Baton Rouge Parish

ExxonMobil Baton Rouge Refinery

ExxonMobil's 2022 fact sheet lists 522,000 barrels a day of crude oil capacity, 2800 full-time employees and contractors, and a refinery of about 2,100 acres including nearby tank farms.

> A refinery site of about 2,100 acres including tank farms, operating since 1909, carries ongoing electrical, fire protection, coatings and paving needs.

electrical · fire protection · paving · roofing · painting

ExxonMobil

Campus · Baton Rouge, East Baton Rouge Parish

Louisiana State University

LSU's interim president reported nearly 8,200 first-time freshmen on campus in fall 2025, the largest incoming class in school history.

> The flagship campus runs residence halls, classroom buildings, athletic venues and large grounds that need cleaning, HVAC and landscaping.

cleaning · HVAC · landscaping · roofing · flooring

Louisiana Radio Network

Logistics hub · Port Allen, West Baton Rouge Parish

Port of Greater Baton Rouge

The port says it ranks 8th in the nation in annual total tonnage, with jurisdiction over 85 miles of the Mississippi River.

> Docks, warehouses, bulk terminals and rail-served sites need paving, roofing, electrical

Airport · Baton Rouge, East Baton Rouge Parish

Baton Rouge Metropolitan Airport (BTR)

BTR set a record in 2024, welcoming 844,025 passengers, up 10.65% from 762,789 passengers in 2023.

> The terminal, parking and airfield-side buildings need cleaning, HVAC service and

and fire protection upkeep.

paving · roofing · electrical · fire protection

Port of Greater Baton Rouge

pavement maintenance.

cleaning · HVAC · paving · electrical

225 Magazine

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, Baton Rouge

TRADE	PROJECTS AND OWNERS
Fire Protection	9
Commercial HVAC & Mechanical	9
Commercial Electrical	9
Commercial Cleaning & Janitorial	8
Paving & Asphalt	8
Commercial Flooring	6
Commercial Painting & Coatings	6
Commercial Roofing	5
Commercial Construction	4
Commercial Landscaping	1

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

04

Chapter 04 The calendar

The Baton Rouge selling calendar

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

Baton Rouge 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	13	26	24	101	69	73	31	13	11	3	7	12
Cooling degree days average month	28	27	65	118	302	461	533	529	393	162	38	15
Heating degree days average month	453	304	182	45	0	0	0	0	0	42	216	382
Average high (°F) average month	62	66	73	79	85	90	92	92	88	81	71	64

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 97 hail reports of 1 inch or larger and 286 damaging wind reports across the metro's counties from 2015 to 2024: #38 of 100 markets for hail and #50 for wind. April, May and June carried 63% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 2,671 cooling degree days a year (#17 of 97 markets) and 1,624 heating degree days (#84 of 97). Cooling load peaks in May, June, July, August and September; 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 Baton Rouge, 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 Baton Rouge program

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

1,947
Commercial Roofing

1,947
Commercial Construction

728
Commercial HVAC & Mechanical

509
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 Baton Rouge

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

The salary is the smallest part of the decision. About 1,730 people hold the role in the Baton Rouge, LA 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 Baton Rouge 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 East Baton Rouge Parish, Ascension Parish and Livingston Parish**
  85% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 1,972 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Baton Rouge over-indexes on**
  bank and credit union offices (1.35x the U.S. mix), retail stores (1.31x the U.S. mix) and warehousing and distribution (1.29x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Our Lady of the Lake Regional Medical Center, Baton Rouge General, ExxonMobil Baton Rouge Refinery and Louisiana State University.
- [ ] **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 Louisiana 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: 570 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: 225 sites here

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

1. **Do you own the building, or does a landlord or property manager handle the grounds?**
   Many practices lease, so this tells you whether to keep selling here or move to the landlord.

Retail stores: 437 sites here

From our roofing talk track. Leaks in front of customers. Qualify early whether the store or the landlord owns the roof.

1. **Does the store or the landlord own the roof under your lease?**
   This is the first qualifying question, since many retail roofs are the landlord's responsibility.
2. **Where have leaks hit, the sales floor, the stockroom or around rooftop units?**
   Leak location shows how much they affect customers and inventory, which drives urgency.
3. **Is a remodel or refresh scheduled for this location?**
   Remodels are when replacement or major repair gets funded and scheduled.

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 complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
3. **When does the current grounds contract end?**
   The date sets your follow-up timing.
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.

- [ ] **Hut 8 River Bend Data Center Campus**
  Under construction, operations expected second quarter 2027. Data center construction at this scale runs heavy on electrical and cooling work, and the site needs fire suppression, paving and access roads. Peak construction is expected to bring about 1,000 workers on site.
- [ ] **Shintech Louisiana Plaquemine Expansion**
  Announced March 2026, work started, first phase due 2030. A multi-year industrial build brings support buildings, control rooms, electrical infrastructure, protective coatings and site paving, and is expected to create about 3,000 construction jobs over its life.

- [ ] **Katoen Natie Baton Rouge Polymers Terminal Expansion**

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- [ ] **Our Lady of the Lake St. Elizabeth expansion**

  Broke ground September 29, 2026; completion early 2028. Imaging and clinic space mean mechanical, electrical and fire protection work through 2027, then flooring, post-construction cleaning and a new medical office janitorial contract when the building opens in early 2028; expanded parking adds paving work on the Highway 30 site.

- [ ] **Hyundai-POSCO steel plant, RiverPlex MegaPark**

  Ground broken; $1.3 billion in bonds approved September 2026, key permits pending. Once air and dock permits clear, an integrated steel plant brings years of industrial electrical, fire protection, protective coatings and paved yard work, plus offices and support buildings.

- [ ] **Our Lady of the Lake Regional Medical Center Emergency Department Reimagination**

  Under construction, opening planned March 2027. Interior hospital work inside an open, 24/7 department means phased flooring, terminal and post-construction cleaning, and mechanical and electrical work before the space turns over in February 2027; a second phase covering cosmetic updates and the waiting room follows.

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

  63% of the 383 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 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: restaurants**

  QCEW counted 82 more restaurants in Baton Rouge than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: medical, dental and outpatient offices**

  QCEW counted 60 more medical, dental and outpatient offices in Baton Rouge than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 10 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 East Baton Rouge Parish, Ascension Parish and Livingston Parish, which hold 85% 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 Our Lady of the Lake Regional Medical Center and Baton Rouge General at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Louisiana 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: hut 8 River Bend Data Center Campus.
- [ ] Close every good conversation with two specific meeting times.

Week 4

Measure and decide

- [ ] Divide your dials by meetings set and compare it with the 78 dials per appointment our sales center averaged on fire protection calls (national, as of October 2026).
- [ ] Put a return date on every "not now", tied to the contract or budget date they gave you.
- [ ] Before you hire, price an in-house rep with the Baton Rouge 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, Baton Rouge, LA.
- 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 Baton Rouge 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: Mississippi River bridge with downtown Baton Rouge beyond, by Vladimir Oprisko 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 Baton Rouge

Territory
Check whether your trade is open in Baton Rouge

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in New Orleans

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