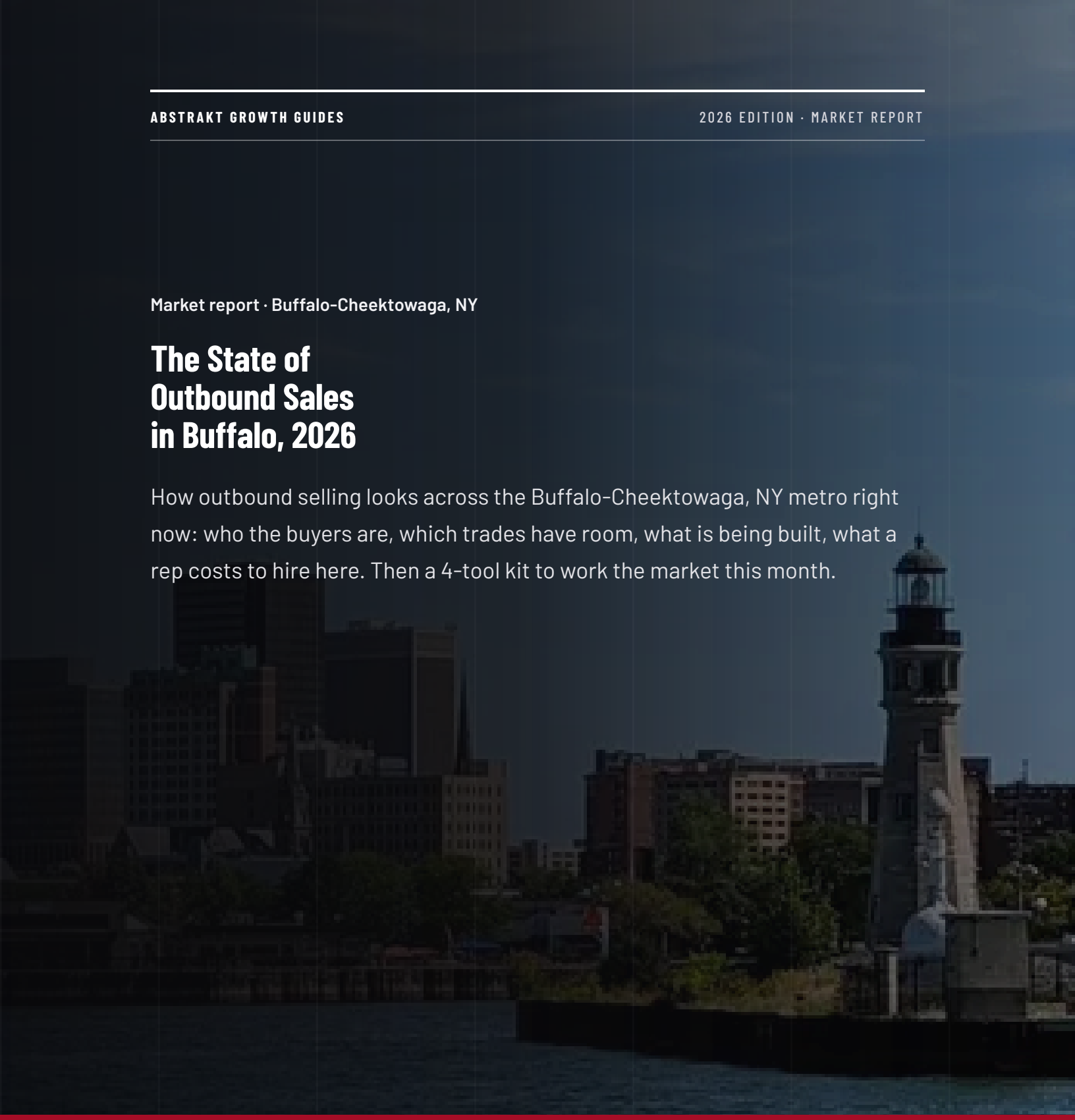
Market report · Buffalo-Cheektowaga, NY

The State of Outbound Sales in Buffalo, 2026

How outbound selling looks across the Buffalo-Cheektowaga, NY 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.



2,896

business sites with 20+ people across the categories trades sell to, #51 of our 100 metros

9.6

buyer sites per commercial general contractor, #3 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 Buffalo

1

Biggest buyer pool

Restaurants: 805 sites

with 20 or more people, the largest buyer category in Buffalo-Cheektowaga, ahead of retail stores (611).

2

Where the metro leans

Churches and religious organizations: 6.82x the U.S. mix

Also over-represented: private K-12 schools (2.02x) and senior living and nursing (2.00x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Construction: #3 of 100 markets

9.6 buyer sites with 20+ people for each of 105 local commercial general contractors. The most crowded is commercial landscaping, #82 of 100.

4

Biggest reason to call

North Aud Block, $225 million

Under construction since July 2026. 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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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 Buffalo-Cheektowaga

2,896 business sites in Buffalo-Cheektowaga have 20 or more people on site in the categories commercial trades sell to. That ranks #51 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 Buffalo-Cheektowaga, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**805**	2,660	1.43x	-52
Retail stores	**611**	3,838	1.31x	-175
Manufacturing plants	**428**	1,166	1.31x	-35
Medical, dental and outpatient offices	**337**	1,976	0.94x	-50
Wholesale distributors	**212**	1,148	0.85x	-46
Senior living and nursing	**150**	513	2.00x	-3
Grocery stores	**108**	781	1.85x	-30
Auto dealerships	**77**	171	1.27x	-8
Hotels	**64**	161	1.15x	-5
Private K-12 schools	**64**	100	2.02x	+1

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.

Buffalo-Cheektowaga leans toward churches and religious organizations (6.82x), private K-12 schools (2.02x) and senior living and nursing (2.00x). 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 (0.78x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: apartment and residential property managers (+4), warehousing and distribution (+3) and private K-12 schools (+1). New sites have no incumbent vendor yet.

The metro

Buffalo-Cheektowaga, NY: 2 counties in this report's counts.

Erie County holds 84% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Buffalo-Cheektowaga

COUNTY	SITES WITH 20+	SHARE OF METRO
Erie County START HERE	**2,433**	84%
Niagara County	**439**	15%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 24 of the metro's 2,896 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Buffalo

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 Buffalo figure is ranked against the other markets we track.

How Buffalo 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 Construction MOST ROOM	**#3 of 100**	9.6	105	-5
Commercial Electrical	**#4 of 100**	17	83	+1
Managed Service Providers	**#9 of 100**	6.3	253	+5
Commercial HVAC & Mechanical	**#12 of 100**	14	83	-1
Fire Protection	**#13 of 96**	66	26	-1
Commercial Flooring	**#23 of 68**	80	12	0
Commercial Painting & Coatings	**#34 of 86**	74	22	0
Commercial Roofing	**#38 of 89**	73	21	0
Paving & Asphalt	**#44 of 94**	42	34	0
Commercial Cleaning & Janitorial	**#80 of 100**	3.1	410	+24
Commercial Landscaping	**#82 of 100**	2.7	559	-28

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 construction (#3), commercial electrical (#4) and managed service providers (#9) rank best in Buffalo. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #82 of 100: 2.7 buyer sites for each of 559 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-28) and commercial construction (-5) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial cleaning & janitorial (+24) and managed service providers (+5) added them.

Open programs

Our availability workbook does not cover Buffalo 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 Buffalo-Cheektowaga. 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 · $225 million

North Aud Block

Under construction since July 2026

A mixed-use development at Canalside on the former Memorial Auditorium site in downtown Buffalo with 251 apartments, 18,000 sq ft of commercial space, 20,000 sq ft of public plaza and 137 parking spaces.

> A large downtown mixed-use build brings MEP, fire protection, roofing and interior finish packages over the next several years, plus plaza hardscape and landscaping.

HVAC · fire protection · roofing · flooring · landscaping

New York State Homes and Community Renewal, 2026-07-20

02 · over $2 billion

New Highmark Stadium

Opened 2026; demolition of the old stadium began May 2026

The Buffalo Bills' new stadium of more than 60,000 seats with a 360-degree canopy, built across Abbott Road from the original stadium in Orchard Park, Erie County.

> A new stadium creates large event-day cleaning, grounds and facility service contracts, and demolition of the old venue frees land for site, paving and landscaping work.

cleaning · paving · landscaping · HVAC

StadiumDB, 2026-05-21

03 · $100M+

Southtowns Advanced Wastewater Treatment Facility Expansion

Phase 2 under way in 2026

An Erie County project to modernize and expand capacity at the Southtowns Advanced Wastewater Treatment Facility.

> Treatment plant upgrades are heavy on electrical, controls and process mechanical work, with protective coatings and site paving.

electrical · HVAC · painting · paving

Erie County Executive, 2026-04-28

04 · $13.4 million (Phase 1 contract)

Buffalo Cruise Terminal

Phase 1 under way since August 2026; terminal targeted for the 2028 cruise season

A cruise terminal on the Outer Harbor's Slip 2 parcel on Fuhrmann Boulevard in Buffalo, starting with seawall and marine repairs by Union Concrete and Construction, followed by a terminal building with restrooms and a U.S. Customs and Border Protection facility.

> Phase 2 brings a new public building with mechanical, electrical and fire protection scopes plus site paving, and a passenger terminal needs cleaning service during the cruise season.

construction · paving · HVAC · electrical · cleaning

WGRZ (via Yahoo News), 2026-07-13

05 · $30 million

IMA Life North America plant, Town of Tonawanda

Completed September 2026

A 120,000-square-foot plant at 700 Colvin Woods Parkway in the Town of Tonawanda with 90,000 square feet of production space and 30,000 square feet of offices, making freeze dryers and other pharmaceutical processing equipment.

> A newly occupied plant with 195 workers and 70 more being hired needs recurring cleaning, HVAC service and grounds care. It replaces a 60,000-square-foot building on Military Road.

cleaning · HVAC · landscaping · electrical

FingerLakes1, 2026-09-25

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 Buffalo-Cheektowaga. One relationship with a facilities team here can cover many buildings.

Health system · Buffalo, Erie County

Kaleida Health

Invest Buffalo Niagara, citing the 2026 Business First Book of Lists, ranks Kaleida Health as Western New York's largest private sector employer with 9,553 employees.

> Acute-care hospitals, clinics and support buildings across Erie County run mechanical,

Health system · Buffalo, Erie County

Buffalo Niagara Medical Campus

The Buffalo Comptroller's office describes the medical campus as a 120-acre site adjacent to downtown that is home to more than 17,000 employees.

> Hospitals, research labs, a medical school and parking structures packed into one district

> life-safety and environmental services every day of the year.

HVAC · cleaning · fire protection · flooring · electrical

Invest Buffalo Niagara

> create steady demand for mechanical, electrical, cleaning and paving work.

HVAC · electrical · cleaning · paving · fire protection

City of Buffalo Comptroller

Campus · Amherst and Buffalo, Erie County

University at Buffalo

UB reported an enrollment of 30,400 students in fall 2025, the seventh consecutive year it met its goal of 30,000.

> The North, South and downtown campuses carry classrooms, labs, residence halls and large parking lots that need cleaning, HVAC, grounds and snow-season pavement repair.

cleaning · HVAC · landscaping · paving · roofing

University at Buffalo

Airport · Cheektowaga, Erie County

Buffalo Niagara International Airport (BUF)

WKBW reported in April 2025 that the airport surpassed 5 million passengers in 2024, including nearly one million Canadians.

> The terminal, parking garages and surface lots operated by the NFTA need cleaning, HVAC service, electrical work and pavement repair after hard winters.

cleaning · HVAC · paving · electrical

WKBW

Major employer · Elma, Erie County

Moog Inc.

WBEN reported in August 2026 that Moog has more than 4,300 workers across its Western New York operations and has opened a 150,000-square-foot Advanced Integrated Manufacturing center at its headquarters campus.

> Manufacturing buildings and offices at the Elma headquarters campus and plants in East Aurora and Niagara Falls carry electrical, mechanical, roofing and fire protection needs.

electrical · HVAC · roofing · fire protection · construction

Industrial park · Buffalo, Erie County

Buffalo Lakeside Commerce Park

Buffalo Urban Development Corp. markets approximately 105 acres at the park, a brownfield redevelopment on former steel manufacturing land on Lake Erie.

> Manufacturing and distribution buildings on the old Union Ship Canal site need roofing, paving, electrical and sprinkler work as tenants build and expand.

roofing · paving · electrical · fire protection · construction

WBEN	**Buffalo Urban Development Corp. (via Invest Buffalo Niagara)**

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, Buffalo-Cheektowaga

TRADE	PROJECTS AND OWNERS
Commercial HVAC & Mechanical	10
Commercial Electrical	8
Paving & Asphalt	7
Commercial Cleaning & Janitorial	7
Fire Protection	5
Commercial Roofing	4
Commercial Landscaping	4
Commercial Construction	3
Commercial Flooring	2
Commercial Painting & Coatings	1

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

04

Chapter 04 The calendar

The Buffalo selling calendar

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

Buffalo by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	0	0	6	16	24	45	82	45	24	6	11	0
Cooling degree days average month	0	0	0	0	23	88	191	161	43	2	0	0
Heating degree days average month	1,243	1,096	973	594	275	51	12	25	112	431	742	1,056
Average high (°F) average month	32	34	42	55	68	76	81	79	73	60	48	37

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 35 hail reports of 1 inch or larger and 224 damaging wind reports across the metro's counties from 2015 to 2024: #62 of 100 markets for hail and #60 for wind. June, July and August carried 66% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 508 cooling degree days a year (#82 of 97 markets) and 6,610 heating degree days (#14 of 97). Cooling load peaks in July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

Cleaning, construction, electrical, flooring and fire protection sell on contract end dates, budgets and inspection cycles. Learn each account's date on the first call and come back before it.

6 months average a high of 60°F or more (May, June, July, August, September and October). That is when exterior painting, paving and landscaping crews are busiest, so in-season calls catch owners while they can see the work that needs doing. The contracts themselves are bid on each property's own dates, so the selling runs all year.

05

Chapter 05 The numbers

What one meeting takes, trade by trade

What booking a meeting has taken on our own calling floor for the trades we run in Buffalo, 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 Buffalo program

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

3,180
Commercial Roofing

3,180
Commercial Construction

1,461
Commercial HVAC & Mechanical

1,174
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 Buffalo

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

The salary is the smallest part of the decision. About 3,330 people hold the role in the Buffalo-Cheektowaga, NY 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 Buffalo 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 Erie County**
  84% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 2,896 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Buffalo over-indexes on**
  churches and religious organizations (6.82x the U.S. mix), private K-12 schools (2.02x the U.S. mix) and senior living and nursing (2.00x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Kaleida Health, Buffalo Niagara Medical Campus, University at Buffalo and Buffalo Niagara International Airport (BUF).
- [ ] **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 New York 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: 805 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: 611 sites here

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

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

Manufacturing plants: 428 sites here

From our construction talk track. Building around live operations and hitting a production start date. Ask what growth is planned and where.

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. **What growth is planned, such as new lines, added capacity or a new site?**
   Planned growth defines the project and the timeline.
2. **What production start date does the project have to hit?**
   A fixed start date changes how the owner weighs schedule against price.
3. **How will construction work around live operations?**
   Your answer to this is often the deciding factor for plant managers.
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.

- [ ] **North Aud Block**

  Under construction since July 2026. A large downtown mixed-use build brings MEP, fire protection, roofing and interior finish packages over the next several years, plus plaza hardscape and landscaping.

- [ ] **Southtowns Advanced Wastewater Treatment Facility Expansion**

  Phase 2 under way in 2026. Treatment plant upgrades are heavy on electrical, controls and process mechanical work, with protective coatings and site paving.

- [ ] **New Highmark Stadium**

  Opened 2026; demolition of the old stadium began May 2026. A new stadium creates large event-day cleaning, grounds and facility service contracts, and demolition of the old venue frees land for site, paving and landscaping work.

- [ ] **Buffalo Cruise Terminal**

  Phase 1 under way since August 2026; terminal targeted for the 2028 cruise season. Phase 2 brings a new public building with mechanical, electrical and fire protection scopes plus site paving, and a passenger terminal needs cleaning service during the cruise season.

- [ ] **IMA Life North America plant, Town of Tonawanda**

  Completed September 2026. A newly occupied plant with 195 workers and 70 more being hired needs recurring cleaning, HVAC service and grounds care. It replaces a 60,000-square-foot building on Military Road.

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

  66% of the 259 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: apartment and residential property managers**

  QCEW counted 4 more apartment and residential property managers in Buffalo-Cheektowaga than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: warehousing and distribution**

  QCEW counted 3 more warehousing and distribution in Buffalo-Cheektowaga than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 on your watchlist

TOOL 04

30-day action plan

4 weeks, 15 steps, nothing you need to buy. Tick each one off as you finish it; your progress stays in this browser.

Week 1

Draw the territory

- [ ] Start in Erie County, which holds 84% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Kaleida Health and Buffalo Niagara Medical Campus at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for New York 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: north Aud Block.
- [ ] 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 Buffalo 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, Buffalo-Cheektowaga, NY.
- 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 Buffalo 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: Buffalo skyline and lighthouse seen from the harbor, by Kathleen Culbertson 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 Buffalo

Territory
Check whether your trade is open in Buffalo

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Rochester

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