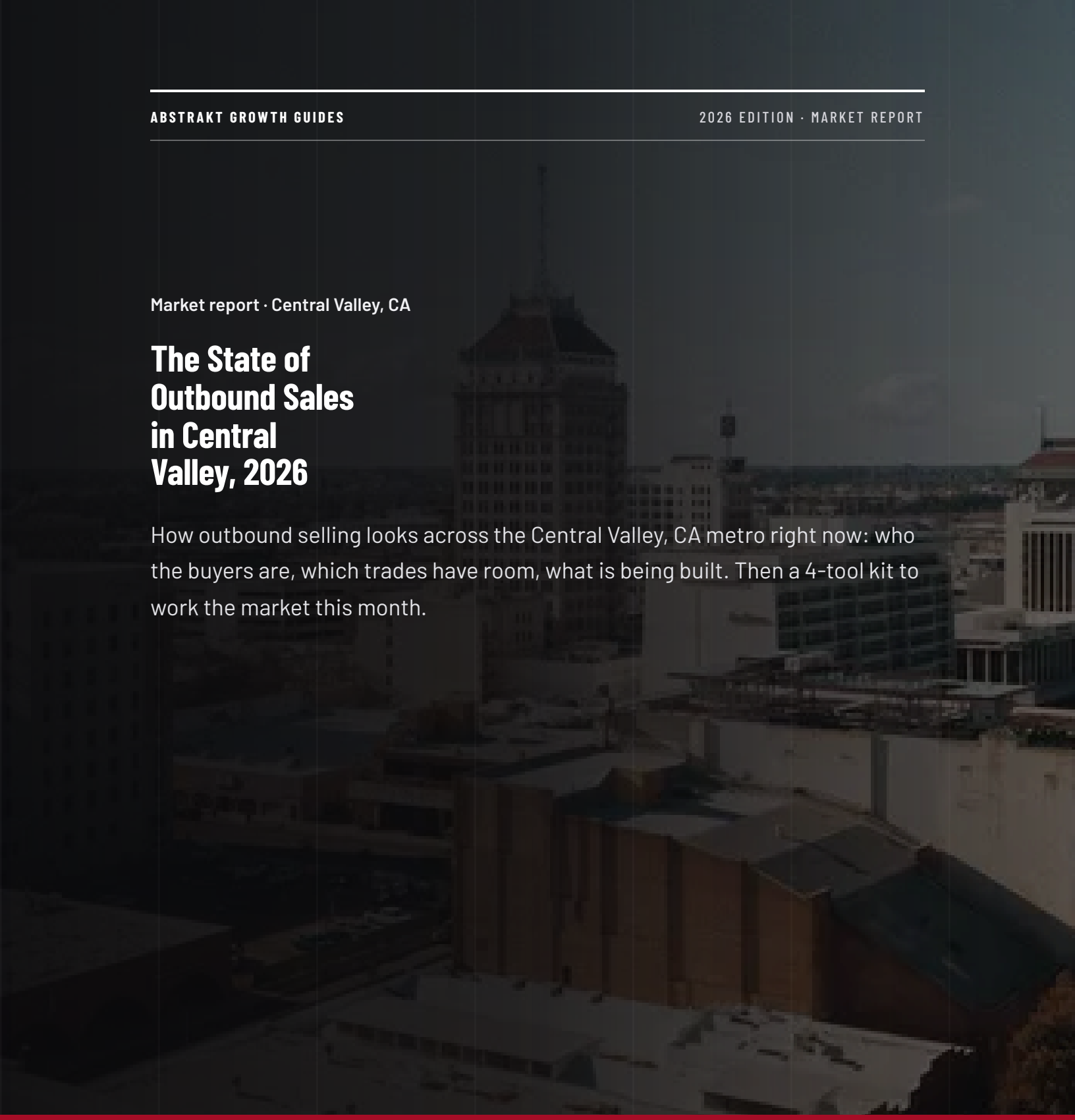


Market report · Central Valley, CA

The State of Outbound Sales in Central Valley, 2026

How outbound selling looks across the Central Valley, CA 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.

5,429

business sites with 20+ people across the categories trades sell to, #33 of our 100 metros

191

buyer sites per commercial painting contractor, #1 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 Central Valley

1

Biggest buyer pool

Restaurants: 1,573 sites

with 20 or more people, the largest buyer category in Central Valley, ahead of retail stores (1,261).

2

Where the metro leans

Trucking companies: 1.92x the U.S. mix

The one category that stands out against the national mix. Trades that serve it have more of these buyers here than average.

3

Most room

Commercial Painting & Coatings: #1 of 86 markets

191 buyer sites with 20+ people for each of 16 local commercial painting contractors. The most crowded is commercial electrical, #67 of 100.

4

Biggest reason to call

Sutter Health Modesto Advanced Cancer Center and Care Complex, $380 million

Steel topped out July 2026, opening 2029. One of 4 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.

Contents

01 THE MARKET
Who buys in Central Valley

02 THE COMPETITION
Which trades have the most room in Central Valley

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

04 THE CALENDAR
The Central Valley selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

01

Chapter 01 The market

Who buys in Central Valley

5,429 business sites in Central Valley have 20 or more people on site in the categories commercial trades sell to. That ranks #33 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 Central Valley, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,573**	5,128	0.78x	+224
Retail stores	**1,261**	7,338	0.73x	+84
Medical, dental and outpatient offices	**668**	5,209	0.77x	+300
Manufacturing plants	**553**	1,699	0.54x	+14
Wholesale distributors	**510**	2,509	0.40x	+14
Grocery stores	**302**	1,503	1.01x	+38
Senior living and nursing	**259**	769	0.84x	+18
Trucking companies	**224**	3,091	1.92x	+117
Auto dealerships	**99**	323	0.67x	+5
Hotels	**94**	348	0.62x	+23

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.

Central Valley leans toward trucking companies (1.92x). 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 private K-12 schools (0.29x) and hospitals (0.38x). 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 (+300), restaurants (+224) and trucking companies (+117). New sites have no incumbent vendor yet.

The metro

Central Valley, CA (Fresno, Kern, Madera, Stanislaus and Tulare counties; San Joaquin is covered on the Stockton page): 5 counties in this report's counts.

Fresno County, Kern County and Stanislaus County hold 83% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Central Valley

COUNTY	SITES WITH 20+	SHARE OF METRO
Fresno County START HERE	**1,925**	35%
Kern County	**1,476**	27%
Stanislaus County	**1,078**	20%
Tulare County	**762**	14%

COUNTY	SITES WITH 20+	SHARE OF METRO
Madera County	**188**	3%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above.

02

Chapter 02 The competition

Which trades have the most room in Central Valley

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 Central Valley figure is ranked against the other markets we track.

How Central Valley 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	**#1 of 86**	191	16	+1
Commercial Flooring	**#2 of 68**	149	13	0
Managed Service Providers	**#3 of 100**	11	245	+7
Paving & Asphalt	**#22 of 94**	51	62	+2
Commercial Roofing	**#21 of 89**	82	35	0
Commercial Landscaping	**#25 of 100**	4.5	700	+49
Commercial HVAC & Mechanical	**#28 of 100**	12	154	-1
Commercial Cleaning & Janitorial	**#31 of 100**	4.4	449	+31
Fire Protection	**#30 of 96**	50	64	+1
Commercial Construction	**#59 of 100**	4.3	325	+6
Commercial Electrical	**#67 of 100**	9.2	264	+13

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 (#1), commercial flooring (#2) and managed service providers (#3) rank best in Central Valley. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial electrical is the most crowded trade here, #67 of 100: 9.2 buyer sites for each of 264 local electrical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+49) and commercial cleaning & janitorial (+31) added them.

Open programs

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

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

4 named, sourced projects and 6 anchor owners in Central Valley. 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 · $380 million

Sutter Health Modesto Advanced Cancer Center and Care Complex

Steel topped out July 2026, opening 2029

A four-story, 165,000 sq ft cancer treatment and outpatient surgery complex next to Memorial Medical Center in Modesto, Stanislaus County.

> With the frame complete, the project moves into enclosure, roofing and MEP rough-in, with radiation, surgical and procedure space driving specialized HVAC, electrical and fire protection work through 2028.

HVAC · electrical · fire protection · roofing · flooring

The Modesto Bee via Yahoo News, 2026-07-18

02 · $100 million

Scannell Westgate Industrial Center

Under construction since summer 2025, first building nearing completion May 2026

A three-building industrial complex of more than 833,000 sq ft at Marks and Nielsen avenues in west Fresno, with Amazon as a tenant.

> Big-box distribution buildings need roofing, sprinkler systems, lighting and large paved truck courts, and tenant fit-outs plus recurring sweeping and landscape maintenance follow occupancy.

roofing · fire protection · electrical · paving · landscaping

The Fresno Bee via Yahoo News, 2026-05-28

03 · $83 million

CSUB Energy Innovation Building

Broke ground January 2026, classes scheduled fall 2027

A three-story, 56,000 sq ft building with physics and engineering research space, teaching labs, an event hall and faculty offices at California State University, Bakersfield in Kern County.

> Research and teaching labs bring above-average HVAC and electrical scope, then flooring, painting and cleaning as the building opens for fall 2027.

HVAC · electrical · flooring · painting · cleaning

The Bakersfield Californian, 2026-01-15

04 · $13 million

Kaweah Health Child and Adolescent Mental Health Expansion

Groundbreaking May 2026, completion expected 2028

A 22-bed inpatient mental health unit for patients under 18, built next to Kaweah Health's adult mental health hospital in Visalia, Tulare County.

> Behavioral health units need durable finishes, specialized HVAC and fire protection, then healthcare-grade cleaning once open in 2028.

HVAC · fire protection · flooring · cleaning

ABC30 Action News via Yahoo News, 2026-05-27

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 Central Valley. One relationship with a facilities team here can cover many buildings.

Health system · Fresno, Fresno County

Community Regional Medical Center

UCSF Fresno says Community Regional Medical Center is licensed for 685 inpatient beds.

> The downtown Fresno flagship of Community Medical Centers, which also runs Clovis Community Medical Center and Fresno Heart & Surgical Hospital, with central plants, sprinkler systems and round-the-clock cleaning.

Campus · Fresno, Fresno County

California State University, Fresno

Fresno State says it enrolls nearly 25,000 students.

> A large campus of classroom, lab, athletic and farm buildings, with parking lots and grounds that need ongoing maintenance.

HVAC · roofing · landscaping · paving

HVAC · fire protection · cleaning · electrical

UCSF Fresno

Fresno State

Airport · Fresno, Fresno County

Fresno Yosemite International Airport

Fresno Yosemite International Airport served a record 2,752,392 passengers in 2025.

> The airport finished its FAT Forward terminal expansion in December 2025, adding terminal space, parking and airfield areas to maintain.

paving · HVAC · cleaning · electrical

Fresno Yosemite International Airport

Major employer · Fresno, Fresno County

Amazon (Fresno operations)

Wikipedia, citing the City of Fresno's 2023 Annual Comprehensive Financial Report, lists Amazon with 6,500 employees in the city.

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

roofing · fire protection · paving · cleaning

Wikipedia

Industrial park · Unincorporated Kern County, on Interstate 5

Tejon Ranch Commerce Center

Tejon Ranch says the Commerce Center has nearly 7 million square feet developed and 11 million more available.

> A large distribution and industrial park on Interstate 5 with big-box warehouses, truck yards and new buildings still being added.

construction · roofing · paving · fire protection

Tejon Ranch Commerce Center

Public owner · Edwards, Kern County

Edwards Air Force Base

Military OneSource says the 412th Test Wing supports 11,500 military members, federal civilians and contract employees assigned to the 484-square-mile installation.

> A large federal installation with hangars, test facilities, offices, housing and runways maintained under federal contracts.

construction · HVAC · electrical · paving

Military OneSource

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, Central Valley

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		7
Paving & Asphalt		6
Fire Protection		6
Commercial Electrical		6
Commercial Roofing		5
Commercial Cleaning & Janitorial		5
Commercial Flooring		3
Commercial Landscaping		2
Commercial Construction		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 Central Valley selling calendar

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

Central Valley 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	0	3	3	4	7	3	0	5	0	0	1
Cooling degree days average month	0	0	3	16	69	180	339	308	174	39	1	0
Heating degree days average month	662	526	463	333	167	38	2	3	25	180	446	678
Average high (°F) average month	53	57	62	67	75	84	91	90	85	74	62	53

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 11 hail reports of 1 inch or larger and 17 damaging wind reports across the metro's counties from 2015 to 2024: #82 of 100 markets for hail and #88 for wind. May, June and September carried 57% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,128 cooling degree days a year (#49 of 97 markets) and 3,523 heating degree days (#56 of 97). Cooling load peaks in June, July, August and September; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

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

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

05

Chapter 05 The numbers

What one meeting takes, trade by trade

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

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

4,443
Commercial Roofing

4,443
Commercial Construction

1,601
Commercial HVAC & Mechanical

1,274
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 Central Valley 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 Fresno County, Kern County and Stanislaus County**
  83% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 5,429 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Central Valley over-indexes on**
  trucking companies (1.92x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Community Regional Medical Center, California State University, Fresno, Fresno Yosemite International Airport and Amazon (Fresno operations).
- [ ] **You can name the person who signs**
  A name and a title before the first dial, not just the main line.
- [ ] **You are calling a business line**
  A business line, not a personal phone. Look up the calling laws for California before you dial.

0 of 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: 1,573 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: 668 sites here

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

1. **Which areas are clinical and which are office, and what is in each now?**
   Clinical areas need cleanable, seamless surfaces, which changes product and price.
2. **Can installs happen on weekends or after hours so the practice stays open?**
   Keeping patients flowing is the main concern, so scheduling answers matter.

Retail stores: 1,261 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.

3. **Is a remodel, acquisition or new location planned?**
   New clinics and remodels bring the largest flooring projects.

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.

- [ ] **Sutter Health Modesto Advanced Cancer Center and Care Complex**
  Steel topped out July 2026, opening 2029. With the frame complete, the project moves into enclosure, roofing and MEP rough-in, with radiation, surgical and procedure space driving specialized HVAC, electrical and fire protection work through 2028.

- [ ] **Scannell Westgate Industrial Center**
  Under construction since summer 2025, first building nearing completion May 2026. Big-box distribution buildings need roofing, sprinkler systems, lighting and large paved truck courts, and tenant fit-outs plus recurring sweeping and landscape maintenance follow occupancy.

- [ ] **CSUB Energy Innovation Building**
  Broke ground January 2026, classes scheduled fall 2027. Research and teaching labs bring above-average HVAC and electrical scope, then flooring, painting and cleaning as the building opens for fall 2027.

- [ ] **Kaweah Health Child and Adolescent Mental Health Expansion**
  Groundbreaking May 2026, completion expected 2028. Behavioral health units need durable finishes, specialized HVAC and fire protection, then healthcare-grade cleaning once open in 2028.

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

  57% of the 28 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

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

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

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

  QCEW counted 300 more medical, dental and outpatient offices in Central Valley than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 224 more restaurants in Central Valley 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 Fresno County, Kern County and Stanislaus County, which hold 83% 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 Community Regional Medical Center and California State University, Fresno at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for California and every state you call into, and confirm them with your own counsel before the first dial.
- [ ] Pick four questions from the question bank for every call and print them next to the phone.
- [ ] Write one opening line per account type that names something local: a project, an owner or the season.

Week 3

Make the calls

- [ ] Call business lines during business hours, 8am to 5pm in the buyer's local time, in the same blocked hours every day.
- [ ] Log every dial, every conversation and every meeting set, so you know your own numbers.
- [ ] Open with the trigger when you know it: sutter Health Modesto Advanced Cancer Center and Care Complex.
- [ ] 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, Central Valley, CA.
- U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1: contractor establishments, one-year change and concentration (location quotient) (Fresno, Kern, Madera, Stanislaus and Tulare counties; San Joaquin is covered on the Stockton page).
- 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 Central Valley territory.
- Cover photo: Aerial view of downtown Fresno, California, by Grant Porter 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 Central Valley

Territory
Check whether your trade is open in Central Valley

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in San Jose

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