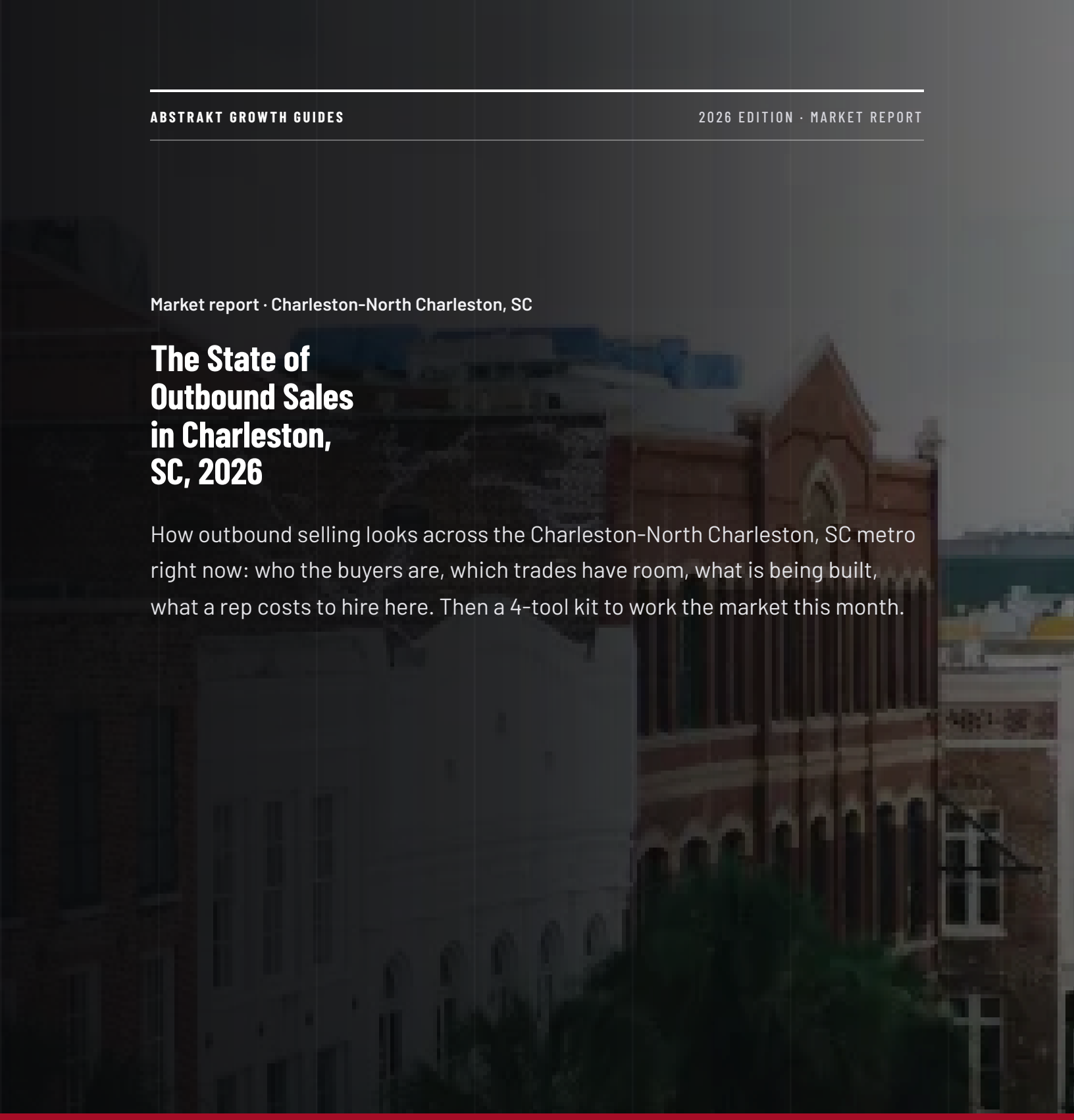


Market report · Charleston-North Charleston, SC

The State of Outbound Sales in Charleston, SC, 2026

How outbound selling looks across the Charleston-North Charleston, SC 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.

2,156

business sites with 20+ people across the categories trades sell to, #60 of our 100 metros

4.3

buyer sites per commercial landscaping contractor, #28 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 Charleston

1

Biggest buyer pool

Restaurants: 785 sites

with 20 or more people, the largest buyer category in Charleston-North Charleston, ahead of retail stores (495).

2

Where the metro leans

Hospitals: 2.40x the U.S. mix

Also over-represented: warehousing and distribution (1.73x) and hosting and data processing companies (1.66x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #28 of 100 markets

4.3 buyer sites with 20+ people for each of 286 local commercial landscaping contractors. The most crowded is commercial HVAC & mechanical, #87 of 100.

4

Biggest reason to call

Roper Hospital medical campus, $1.2 billion

Under construction. One of 4 named, sourced projects in this report.

5

Hiring locally

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

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

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

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01 THE MARKET
Who buys in Charleston-North Charleston

02 THE COMPETITION
Which trades have the most room in Charleston

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

04 THE CALENDAR
The Charleston selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

06 BUILD OR BUY
What an in-house SDR costs in Charleston

Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

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 Charleston-North Charleston

2,156 business sites in Charleston-North Charleston have 20 or more people on site in the categories commercial trades sell to. That ranks #60 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 Charleston-North Charleston, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**785**	2,002	1.12x	+5
Retail stores	**495**	2,964	1.16x	-134
Medical, dental and outpatient offices	**216**	1,757	0.95x	+18
Manufacturing plants	**146**	546	1.09x	-12
Wholesale distributors	**128**	806	0.79x	-60
Grocery stores	**99**	425	1.10x	-18
Hotels	**80**	202	1.43x	0
Senior living and nursing	**53**	126	0.66x	+3
Trucking companies	**52**	403	0.92x	-80
Auto dealerships	**49**	121	0.93x	-9

Sources: U.S. Census Bureau, County Business Patterns 2023 (sites by size); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (concentration and one-year change in establishments). Suppressed size classes count as zero.

Charleston-North Charleston leans toward hospitals (2.40x), warehousing and distribution (1.73x) and hosting and data processing companies (1.66x). 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 (0.07x) and senior living and nursing (0.66x). 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 (+18), hospitals (+11) and restaurants (+5). New sites have no incumbent vendor yet.

The metro

Charleston-North Charleston, SC: 3 counties in this report's counts.

Charleston County holds 69% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Charleston-North Charleston

COUNTY	SITES WITH 20+	SHARE OF METRO
Charleston County START HERE	**1,483**	69%
Berkeley County	**386**	18%
Dorchester County	**245**	11%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 42 of the metro's 2,156 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Charleston

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 Charleston figure is ranked against the other markets we track.

How Charleston 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	**#28 of 100**	4.3	286	-4
Fire Protection	**#28 of 96**	52	27	-1
Paving & Asphalt	**#53 of 94**	39	32	+3
Commercial Roofing	**#51 of 89**	61	19	-1
Commercial Cleaning & Janitorial	**#68 of 100**	3.3	205	-27
Commercial Flooring	**#51 of 68**	56	13	+2
Managed Service Providers	**#79 of 100**	1.7	573	-68
Commercial Electrical	**#82 of 100**	7.6	114	-1
Commercial Painting & Coatings	**#71 of 86**	47	25	-6
Commercial Construction	**#87 of 100**	2.9	192	0
Commercial HVAC & Mechanical	**#87 of 100**	6.9	93	+1

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 (#28), fire protection (#28) and paving & asphalt (#53) rank best in Charleston. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial HVAC & mechanical is the most crowded trade here, #87 of 100: 6.9 buyer sites for each of 93 local mechanical contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-68) and commercial cleaning & janitorial (-27) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Paving & asphalt (+3) and commercial flooring (+2) added them.

Open programs

Our availability workbook does not cover Charleston 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 Charleston-North Charleston. 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 · $1.2 billion

Roper Hospital medical campus

Under construction

An 805,000-square-foot hospital campus on a 27-acre site near North Charleston City Hall with 328 inpatient beds, a 47-bay emergency department and 18 operating rooms, targeted for 2029.

> Structural steel started in spring 2026, so enclosure, roofing and the long mechanical, electrical and fire protection rough-in run through 2027 and 2028, with flooring and painting closing out ahead of the 2029 opening.

HVAC · electrical · fire protection · roofing · flooring

Medical Construction & Design, 2026-05-15

02 · $9 billion

Google data center expansion in Berkeley and Dorchester counties

Under construction

A two-year investment across 2026 and 2027 to expand Google's existing Berkeley County campus and build out two new data center campuses already under construction in Dorchester County.

> Data center campuses carry heavy electrical and mechanical cooling scopes, and Google is funding electrician training in the state because it expects that demand; site paving, fire protection and grounds work follow each building.

electrical · HVAC · fire protection · paving · landscaping

Live 5 News, 2025-10-13

03 · $348 million

Charleston International Airport parking garage and West Gate expansion

Under construction

A $348 million parking garage opening in two halves (summer 2026 and summer 2027) plus a $100 million West Gate project adding four boarding slots at Concourse B, part of a broader $1 billion airport program in North Charleston.

> The garage second half and West Gate both finish into 2027, keeping electrical, mechanical and paving crews busy, and the expanded terminal and garage add recurring cleaning and maintenance demand once open.

electrical · HVAC · paving · fire protection · cleaning

The Post and Courier, 2026-01-17

04 · $120 million

Leonardo DRS naval propulsion manufacturing and test center

Completion expected 2026

A 140,000-square-foot manufacturing and test center at 1588 Bushy Park Road in Goose Creek, Berkeley County, building components for Navy electric propulsion systems including the Columbia-class submarine.

> Heavy test and manufacturing space needs high-capacity electrical service and process mechanical systems at fit-out, then ongoing facility maintenance, cleaning and grounds contracts once the plant runs.

electrical · HVAC · fire protection · cleaning

SC Biz News, 2025-04-07

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 Charleston-North Charleston. One relationship with a facilities team here can cover many buildings.

Health system · Charleston, Charleston County

MUSC Health University Medical Center

MUSC Health says University Medical Center is comprised of four hospitals (Institute of Psychiatry, Children's Hospital, Ashley River Tower and University Hospital) plus the MUSC Hollings Cancer Center.

Campus · Charleston, Charleston County

College of Charleston

Wikipedia lists 11,926 students at the College of Charleston in fall 2024 on an 80-acre campus, citing the college's Common Data Set.

> A dense downtown campus of historic and modern buildings, residence halls and

> Four hospitals and a cancer center on one downtown peninsula campus means steady mechanical, life-safety, cleaning and interior finish work.

HVAC · cleaning · fire protection · flooring · painting

MUSC Health

> grounds needs painting, roofing, HVAC and cleaning crews.

painting · roofing · HVAC · cleaning · landscaping

Wikipedia

Major employer · North Charleston, Charleston County

Boeing South Carolina

Wikipedia describes Boeing South Carolina as a 265-acre 787 Dreamliner assembly site whose final assembly building covers 1,200,000 square feet and opened on November 12, 2011.

> Large assembly and support buildings beside the airfield carry heavy electrical, mechanical, roofing and pavement needs.

electrical · HVAC · roofing · paving · fire protection

Wikipedia

Airport · North Charleston, Charleston County

Charleston International Airport (CHS)

Wikipedia lists 6,341,145 total passengers at Charleston International Airport in 2025, sourced to the Charleston County Aviation Authority.

> The terminal, concourses and parking facilities need cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · paving · electrical

Wikipedia

Logistics hub · North Charleston, Charleston County

Hugh K. Leatherman Sr. Terminal (Port of Charleston)

SC Ports lists 286 total acres for the Leatherman Terminal, with 134 acres developed in Phase 1 and 700,000 TEUs of Phase 1 capacity.

> Container yards, gate complexes and maintenance buildings at the terminal, plus the warehouses that cluster around the port, need paving, electrical and roofing work.

paving · electrical · roofing · construction

Public owner · North Charleston, Charleston County

Joint Base Charleston

Wikipedia says the 628th Air Base Wing provides installation support to 53 DoD and Federal agencies on Charleston Air Force Base and Naval Weapons Station Charleston.

> Two installations with hangars, offices, housing and grounds are maintained under federal procurement.

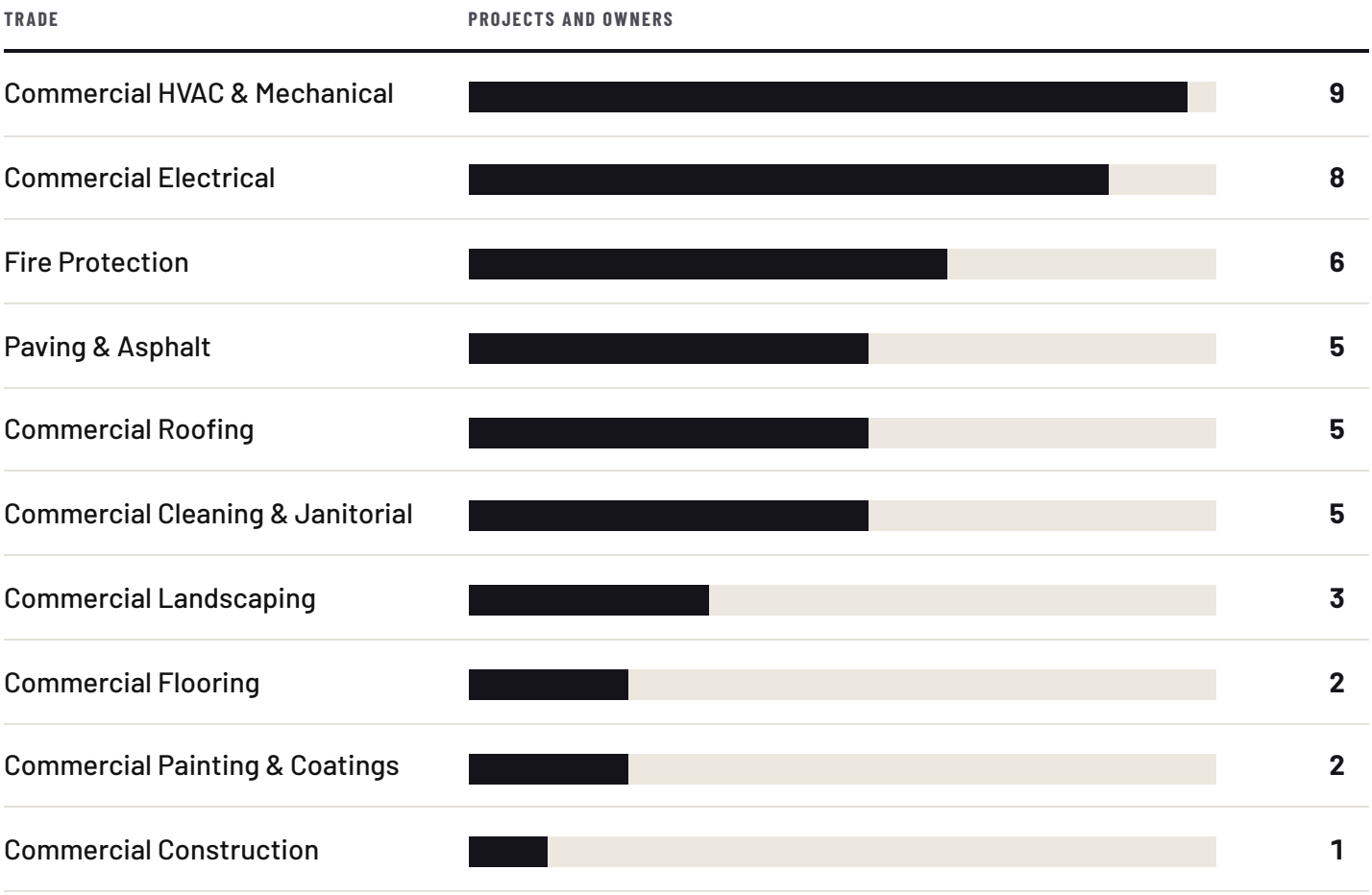
HVAC · electrical · landscaping · roofing

South Carolina Ports	Wikipedia

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, Charleston-North Charleston



TRADE	PROJECTS AND OWNERS
Commercial HVAC & Mechanical	9
Commercial Electrical	8
Fire Protection	6
Paving & Asphalt	5
Commercial Roofing	5
Commercial Cleaning & Janitorial	5
Commercial Landscaping	3
Commercial Flooring	2
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 Charleston selling calendar

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

Charleston 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	12	6	17	128	53	154	141	61	22	6	0	4
Cooling degree days average month	19	11	37	61	233	412	525	489	330	116	22	15
Heating degree days average month	532	394	272	73	6	0	0	0	0	66	263	449
Average high (°F) average month	60	63	69	77	84	89	92	90	85	78	69	62

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 87 hail reports of 1 inch or larger and 517 damaging wind reports across the metro's counties from 2015 to 2024: #42 of 100 markets for hail and #34 for wind. April, June and July carried 70% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 2,268 cooling degree days a year (#20 of 97 markets) and 2,055 heating degree days (#78 of 97). Cooling load peaks in June, July, August and September; heating in January, February, March 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.

11 months average a high of 60°F or more (February, March, April, May, June, July, August, September, October, November and December). 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.

> "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 Charleston, 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 Charleston program

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

1,801
Commercial Roofing

1,801
Commercial Construction

575
Commercial HVAC & Mechanical

434
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 Charleston

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

The salary is the smallest part of the decision. About 4,290 people hold the role in the Charleston-North Charleston, SC 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 Charleston, SC 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 Charleston County**
  69% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 2,156 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Charleston, SC over-indexes on**
  hospitals (2.40x the U.S. mix), warehousing and distribution (1.73x the U.S. mix) and hosting and data processing companies (1.66x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  MUSC Health University Medical Center, College of Charleston, Boeing South Carolina and Charleston International Airport (CHS).
- [ ] **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 South Carolina 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: 785 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: 495 sites here

From our paving talk track. First impressions and liability. Many stores lease, so confirm who controls the lot before pitching.

1. **Does the store control the parking lot, or does the landlord or shopping center manage it?**
   This is the first qualifying question, since many retail lots belong to the landlord.
2. **Are there potholes, cracks or faded striping customers have complained about?**
   Visible problems in front of customers drive action and point to a first job.
3. **Is a remodel or refresh planned for this location?**
   Remodels are when lot work often gets funded and scheduled.

Medical, dental and outpatient offices: 216 sites here

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

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. **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.
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.
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.

- [ ] **Roper Hospital medical campus**

  Under construction. Structural steel started in spring 2026, so enclosure, roofing and the long mechanical, electrical and fire protection rough-in run through 2027 and 2028, with flooring and painting closing out ahead of the 2029 opening.

- [ ] **Google data center expansion in Berkeley and Dorchester counties**

  Under construction. Data center campuses carry heavy electrical and mechanical cooling scopes, and Google is funding electrician training in the state because it expects that demand; site paving, fire protection and grounds work follow each building.

- [ ] **Charleston International Airport parking garage and West Gate expansion**

  Under construction. The garage second half and West Gate both finish into 2027, keeping electrical, mechanical and paving crews busy, and the expanded terminal and garage add recurring cleaning and maintenance demand once open.

- [ ] **Leonardo DRS naval propulsion manufacturing and test center**

  Completion expected 2026. Heavy test and manufacturing space needs high-capacity electrical service and process mechanical systems at fit-out, then ongoing facility maintenance, cleaning and grounds contracts once the plant runs.

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

  70% of the 604 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 18 more medical, dental and outpatient offices in Charleston-North Charleston than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: hospitals**

  QCEW counted 11 more hospitals in Charleston-North Charleston 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 Charleston County, which holds 69% 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 MUSC Health University Medical Center and College of Charleston at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for South Carolina 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: roper Hospital medical 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 Charleston, SC 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, Charleston-North Charleston, SC.
- 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 Charleston-North Charleston 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: Historic buildings along a downtown Charleston street, by Cody Silver 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 Charleston, SC

Territory
Check whether your trade is open in Charleston

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Columbia

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