Market report · Charleston, WV

The State of Outbound Sales in Charleston, WV, 2026

How outbound selling looks across the Charleston, WV 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.

457

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

6.2

buyer sites per commercial landscaping contractor, #8 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: 144 sites

with 20 or more people, the largest buyer category in Charleston, ahead of retail stores (107).

2

Where the metro leans

Hospitals: 2.39x the U.S. mix

Also over-represented: commercial property managers (1.51x) and nonresidential building owners (1.41x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #8 of 100 markets

6.2 buyer sites with 20+ people for each of 44 local commercial landscaping contractors. The most crowded is fire protection, #95 of 96.

4

Biggest reason to call

Kanawha Valley bridge program, $435 million

Under construction. One of 11 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 sources as of 2026-09; U.S. Bureau of Labor Statistics,

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01

Chapter 01 The market

Who buys in Charleston

457 business sites in Charleston have 20 or more people on site in the categories commercial trades sell to. That ranks #100 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, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**144**	407	1.02x	+10
Retail stores	**107**	683	1.19x	-14
Medical, dental and outpatient offices	**67**	438	1.34x	+18
Wholesale distributors	**36**	212	0.98x	+14
Manufacturing plants	**29**	99	0.59x	-2
Senior living and nursing	**21**	73	1.03x	-21
Auto dealerships	**19**	36	1.35x	+1
Bank and credit union offices	**17**	109	0.98x	-3
Grocery stores	**14**	53	0.58x	-1
Trucking companies	**13**	73	0.73x	-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.

Charleston leans toward hospitals (2.39x), commercial property managers (1.51x) and nonresidential building owners (1.41x). 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 manufacturing plants (0.59x). 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), wholesale distributors (+14) and restaurants (+10). New sites have no incumbent vendor yet.

The metro

Charleston, WV: 2 counties in this report's counts.

Kanawha County holds 96% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Charleston

COUNTY	SITES WITH 20+	SHARE OF METRO
Kanawha County START HERE	**440**	96%
Boone County	**4**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 13 of the metro's 457 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	**#8 of 100**	6.2	44	-5
Commercial Cleaning & Janitorial	**#28 of 100**	4.6	45	-2
Managed Service Providers	**#60 of 100**	2.5	101	-2
Commercial Construction	**#70 of 100**	3.6	38	-5
Commercial HVAC & Mechanical	**#86 of 100**	7.0	21	+2
Commercial Electrical	**#88 of 100**	6.9	30	+1
Fire Protection	**#95 of 96**	22	11	-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 (#8), commercial cleaning & janitorial (#28) and managed service providers (#60) 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.

Fire protection is the most crowded trade here, #95 of 96: 22 buyer sites for each of 11 local fire protection contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-5) 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 HVAC & mechanical (+2) and commercial electrical (+1) added them.

Not ranked here: commercial flooring (2 contractors), commercial painting & coatings (5 contractors), commercial roofing (1 contractor) and paving & asphalt (9 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

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

11 named, sourced projects and 6 anchor owners in 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 · $435 million

Kanawha Valley bridge program

Under construction

A five-year WVDOT program to repair or replace 50 bridges in the Kanawha Valley, with about a dozen under construction in 2026 including the Booker T. Washington, Greenbrier Street and Montrose Drive bridges, and Eugene A. Carter Memorial Bridge redecking starting in fall 2026.

> Bridge and approach work generates steady paving, striping and roadway lighting subcontracts across Charleston and South Charleston for five years, with new starts each season.

paving · electrical · construction · landscaping

Charleston Gazette-Mail, 2026-04-17

02 · $60 million

TC Energy office building

Under construction

A four-story, 120,000-square-foot office building between Kanawha Boulevard and Virginia Street East at Clendenin Street in downtown Charleston for about 450 employees, expected to finish in November 2026.

> Late-2026 completion puts interior finishes, flooring, painting and HVAC commissioning in the final months, followed by janitorial and grounds contracts for a 450-person office.

HVAC · flooring · painting · cleaning · electrical

Charleston Gazette-Mail, 2026-01-06

03 · $40 million

Kroger Marketplace at Park Place

Scheduled to open July 2026

A 120,000-square-foot Kroger Marketplace in the Park Place retail development in South Charleston, described as the largest Kroger Marketplace built to date and scheduled to open in July 2026.

> A large-format grocery store brings refrigeration-heavy mechanical and electrical service work, a big parking lot to seal and stripe, and recurring floor care and landscaping contracts.

HVAC · electrical · paving · cleaning · landscaping

Charleston Gazette-Mail, 2026-01-06

04

Upper Kanawha Valley consolidated elementary school

In design

A new elementary school on the former DuPont Middle School site in DuPont City, eastern Kanawha County, consolidating four schools, funded with $20 million from the School Building Authority and $10 million from Kanawha County Schools and tentatively opening for the 2028-29 school year.

> Design is underway with ZMM Architects, so bid packages for mechanical, electrical, roofing, fire sprinkler and alarm, and site work should come out ahead of a 2028 opening.

construction · HVAC · electrical · roofing · fire protection

Charleston Gazette-Mail, 2026-04-29

05 · $25 million

CAMC Neuroscience Institute

Under construction; opening expected fall 2027

A three-story, 30,000-square-foot neuroscience center being built by Vandalia Health on a parking lot at Washington Street West and Morris Street, across from CAMC General in downtown Charleston.

> A new medical office and clinic building brings sprinkler and fire alarm work, flooring and painting during fit-out in 2027, then clinical cleaning once patient care starts.

construction · fire protection · flooring · painting · cleaning

Charleston Gazette-Mail, 2025-11-12

06 · Up to $150 million in bonds authorized

West Virginia Culture Center renovation

Partial closure planned for 2027; scope and timeline not yet released

Renovation of the 50-year-old, 180,000-square-foot Culture Center at the State Capitol Complex in Charleston, home to the State Museum, State Archives and the Norman L. Fagan State Theater, after a bill authorized up to $150 million in repair bonds.

> State officials have described a roof 32 years into a 20-year life that leaks, plus electrical and HVAC failures, so roofing, mechanical and electrical packages are the likely core of the work once the state releases a scope.

roofing · HVAC · electrical · construction

The Herald-Dispatch, 2026-09-26

07 · $7.2 million

Former Diamond Department Store exterior and roof renovation

Under construction; completion targeted June 30, 2026

Exterior renovation of the six-story former Diamond Department Store at 350 Capitol St. in downtown Charleston, now Department of Health offices, including a new roof deck and membrane and a rebuilt parapet wall.

> Replacing the roof deck and membrane and rebuilding failing masonry around 1,200 daily state workers is the kind of occupied-building envelope job that older downtown state buildings keep generating.

roofing · construction

Charleston Gazette-Mail, 2026-01-21

08 · $9 million

Clay County High School addition

SBA funded December 2025; completion targeted for the 2028-29 school year

A School Building Authority-funded addition to Clay County High School that will take in seventh and eighth graders after Clay County Middle School closes, with its own entrance and scheduling separate from high school students.

> A self-contained school addition needs a new roof, fire sprinkler and alarm tie-ins, flooring and painting, with bid packages expected ahead of the 2028-29 target.

construction · roofing · fire protection · flooring · painting

WCHS, 2025-12-17

09

Woodrums' Forty-Three apartments

Scheduled to open fall 2026

A six-story apartment building with one- and two-bedroom units at 602 Virginia Street East in downtown Charleston, developed by AB Contracting with a fitness center, sauna, rooftop gathering space and social studio.

> A six-story residential building needs fire sprinkler and alarm inspection contracts from opening day, and its fitness center, social studio and other shared spaces create recurring common-area cleaning, after the final flooring and paint packages close out.

fire protection · cleaning · flooring · painting · construction

WCHS, 2026-06-25

10 · $60 million

CRW Next terminal renovation and expansion at West Virginia International Yeager Airport

Pre-security renovation under way since October 2025; next phase funded February 2026

A phased renovation and expansion of the 1947 terminal at West Virginia International Yeager Airport in Charleston, with a new concourse, an expanded passenger hold room, TSA checkpoint renovations and new concessions and restrooms following the current pre-security work.

> A new concourse and rebuilt hold room, restrooms and concessions inside an operating terminal mean sprinkler and fire alarm extensions, new flooring and electrical work, phased behind walls so the airport stays open, then more terminal floor area to clean.

construction · fire protection · flooring · electrical · cleaning

WV MetroNews, 2026-02-18

11

Kanawha Valley Fellowship Home Phase II apartments

Under construction; completion slated for first quarter 2027

Conversion of the building next to the Kanawha Valley Fellowship Home on Virginia Street in downtown Charleston into 12 sober living apartments, funded in part with opioid settlement money granted through the city.

> The upstairs has been gutted, so the remaining work is interior build-out: flooring, painting and finish carpentry for 12 units through early 2027.

construction · flooring · painting

WV MetroNews, 2026-08-30

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

Health system · Charleston, Kanawha County

Charleston Area Medical Center (CAMC)

CAMC is a nonprofit, 1,138-bed regional referral center made up of seven hospitals.

> Charleston campuses include CAMC General, CAMC Memorial and CAMC Women and Children's, plus a teaching program that hosts more than 1,000 students on any given day.

HVAC · cleaning · fire protection · electrical

Campus · Institute, Kanawha County

West Virginia State University

WVSU reports a 2025 annual headcount enrollment of 3,570.

> An approximately 123-acre campus with 864,287 square feet of floor space, which WVSU calls the largest institution of higher education in the Charleston metro.

HVAC · cleaning · roofing · landscaping

Charleston Area Medical Center

West Virginia State University

Airport · Charleston, Kanawha County

West Virginia International Yeager Airport

Passenger departures from CRW totaled 218,546 in 2025, the highest number since 2020.

> Terminal, airfield and parking on a hilltop site, with a terminal modernization program under way.

paving · cleaning · HVAC · electrical

Charleston Gazette-Mail

Industrial park · South Charleston, Kanawha County

West Virginia Regional Technology Park

The Tech Park is a 258-acre campus.

> A multi-tenant park of 32 companies with wet labs, specialty chemical research and production space and manufacturing buildings.

HVAC · electrical · fire protection · roofing

West Virginia Regional Technology Park

Public owner · Charleston, Kanawha County

West Virginia State Capitol

The Capitol building has 535,000 square feet of floor space and covers 16 acres of ground.

> The Capitol Complex also holds state office buildings, the Culture Center and the Governor's Mansion along Kanawha Boulevard.

cleaning · HVAC · painting · landscaping

MH3WV

Major employer · South Charleston, Kanawha County

Union Carbide (Dow) South Charleston Site

The South Charleston Site produces more than 500 different chemicals and plastics and also serves as a redistribution facility.

> A multi-company chemical manufacturing site with process units, warehouses and the adjacent technology park.

electrical · fire protection · painting · paving

Marshall University Advanced Manufacturing Center

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

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		10

TRADE	PROJECTS AND OWNERS	
Commercial Cleaning & Janitorial		9
Commercial Construction		9
Commercial HVAC & Mechanical		9
Fire Protection		8
Commercial Painting & Coatings		7
Commercial Flooring		6
Commercial Roofing		6
Commercial Landscaping		4
Paving & Asphalt		4

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 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	0	0	12	44	38	65	72	34	8	5	0	0
Cooling degree days average month	1	0	4	7	80	190	293	267	121	18	0	0
Heating degree days average month	969	783	634	302	133	15	1	2	48	290	590	854
Average high (°F) average month	43	47	56	68	76	82	85	84	79	68	57	46

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 28 hail reports of 1 inch or larger and 250 damaging wind reports across the metro's counties from 2015 to 2024: #69 of 100 markets for hail and #55 for wind. April, June and July carried 65% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 979 cooling degree days a year (#54 of 97 markets) and 4,620 heating degree days (#44 of 97). Cooling load peaks in June, 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.

7 months average a high of 60°F or more (April, 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 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-Huntington-Ashland territory, which reaches past the Charleston metro.

1,455 Commercial Roofing	**1,455** Commercial Construction
538 Commercial HVAC & Mechanical	**410** 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 270 people hold the role in the Charleston, WV 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, WV 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 Kanawha County**
  96% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 457 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Charleston, WV over-indexes on**
  hospitals (2.39x the U.S. mix), commercial property managers (1.51x the U.S. mix) and nonresidential building owners (1.41x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Charleston Area Medical Center (CAMC), West Virginia State University, West Virginia International Yeager Airport and West Virginia Regional Technology Park.
- [ ] **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 West Virginia 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: 144 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: 107 sites here

From our landscaping talk track. Store appearance and snow safety. In shopping centers the landlord usually controls the contract, so qualify who buys.

1. **Is this a freestanding store, or does the shopping center landlord handle the grounds?**
   In centers the landlord usually buys, so this qualifies whether you are talking to the right company.
2. **Is grounds and snow bought store by store or through a regional or national program?**
   Regional programs need a different conversation and a different contact than a single store.
3. **How is snow and ice handled before the store opens?**
   Opening-time snow coverage is a safety and liability issue that gets attention fast.

Medical, dental and outpatient offices: 67 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. **How are walkways and parking handled when it snows or ices over?**
   Patient access and slip risk are the strongest reasons a practice will act.
3. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
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.

- [ ] **Kanawha Valley bridge program**
  Under construction. Bridge and approach work generates steady paving, striping and roadway lighting subcontracts across Charleston and South Charleston for five years, with new starts each season.
- [ ] **TC Energy office building**
  Under construction. Late-2026 completion puts interior finishes, flooring, painting and HVAC commissioning in the final months, followed by janitorial and grounds contracts for a 450-person office.
- [ ] **Kroger Marketplace at Park Place**
  Scheduled to open July 2026. A large-format grocery store brings refrigeration-heavy mechanical and electrical service work, a big parking lot to seal and stripe, and recurring floor care and landscaping contracts.
- [ ] **Upper Kanawha Valley consolidated elementary school**
  In design. Design is underway with ZMM Architects, so bid packages for mechanical, electrical, roofing, fire sprinkler and alarm, and site work should come out ahead of a 2028 opening.

- [ ] **CAMC Neuroscience Institute**

  Under construction; opening expected fall 2027. A new medical office and clinic building brings sprinkler and fire alarm work, flooring and painting during fit-out in 2027, then clinical cleaning once patient care starts.

- [ ] **West Virginia Culture Center renovation**

  Partial closure planned for 2027; scope and timeline not yet released. State officials have described a roof 32 years into a 20-year life that leaks, plus electrical and HVAC failures, so roofing, mechanical and electrical packages are the likely core of the work once the state releases a scope.

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

  65% of the 278 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: medical, dental and outpatient offices**

  QCEW counted 18 more medical, dental and outpatient offices in Charleston than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: wholesale distributors**

  QCEW counted 14 more wholesale distributors in Charleston than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 9 on your watchlist

TOOL 04

30-day action plan

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

Week 1

Draw the territory

- [ ] Start in Kanawha County, which holds 96% 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 Charleston Area Medical Center (CAMC) and West Virginia State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for West Virginia 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: kanawha Valley bridge program.
- [ ] 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, WV 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, WV.
- 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-Huntington-Ashland 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: Downtown Charleston, West Virginia along the Kanawha River, by WeaponizingArchitecture on Wikimedia Commons, CC BY-SA 4.0.
- 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, WV

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 Lexington

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