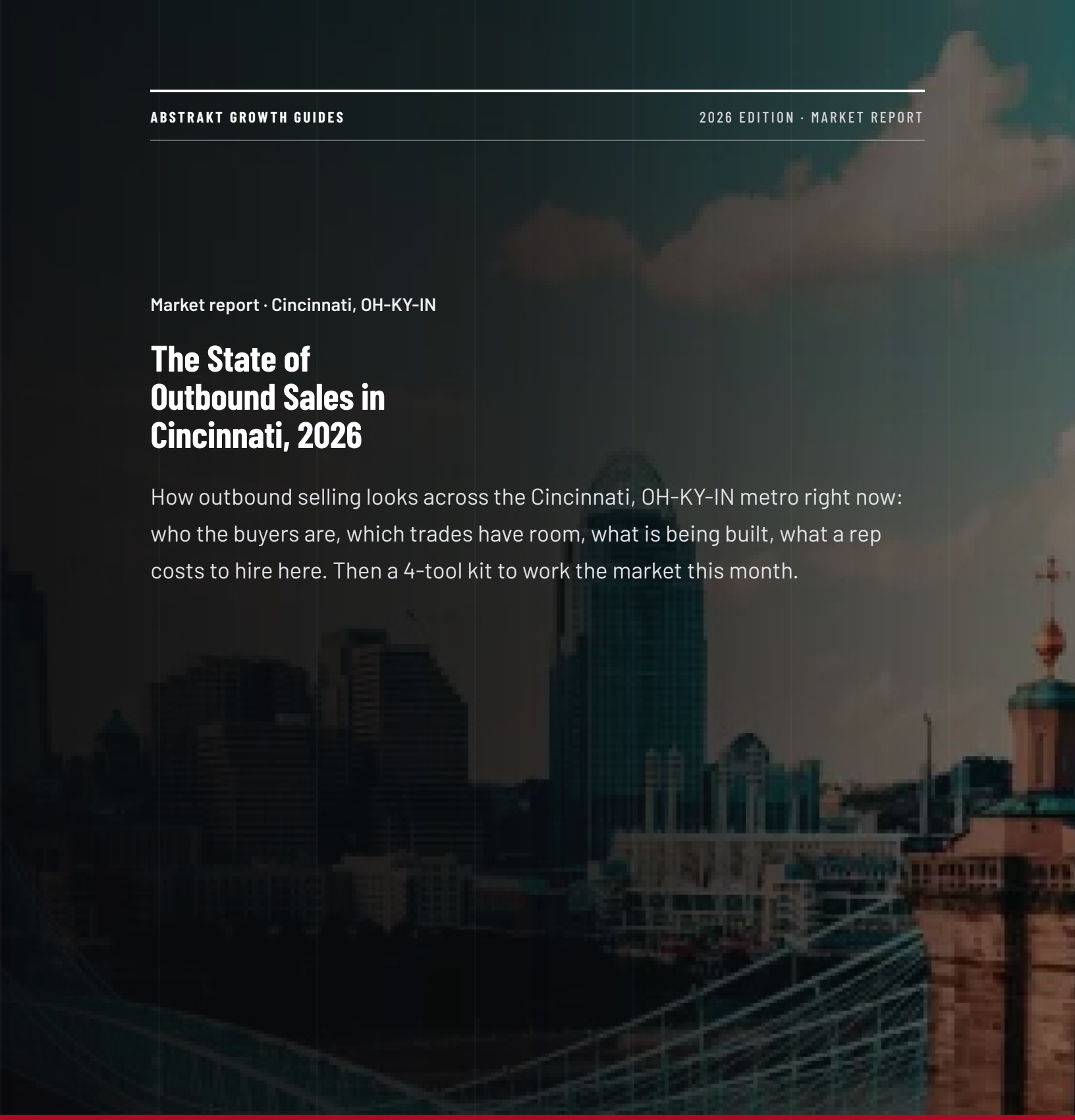


Market report · Cincinnati, OH-KY-IN

The State of Outbound Sales in Cincinnati, 2026

How outbound selling looks across the Cincinnati, OH-KY-IN 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.

5,808

business sites with 20+ people across the categories trades sell to, #27 of our 100 metros

64

buyer sites per fire protection contractor, #16 of 96 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 Cincinnati

1

Biggest buyer pool

Restaurants: 1,755 sites

with 20 or more people, the largest buyer category in Cincinnati, ahead of retail stores (1,021).

2

Where the metro leans

Warehousing and distribution: 1.70x the U.S. mix

Also over-represented: commercial property managers (1.70x) and manufacturing plants (1.50x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Fire Protection: #16 of 96 markets

64 buyer sites with 20+ people for each of 55 local fire protection contractors. The most crowded is commercial landscaping, #67 of 100.

4

Biggest reason to call

Brent Spence Bridge Corridor Project, $4.05 billion

Under construction. One of 6 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

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Who buys in Cincinnati

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Which trades have the most room in Cincinnati

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

04 THE CALENDAR
The Cincinnati selling calendar

05 THE NUMBERS
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06 BUILD OR BUY
What an in-house SDR costs in Cincinnati

Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Cincinnati

5,808 business sites in Cincinnati have 20 or more people on site in the categories commercial trades sell to. That ranks #27 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 Cincinnati, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,755**	4,659	1.25x	+48
Retail stores	**1,021**	6,169	1.14x	-71
Manufacturing plants	**863**	2,121	1.50x	+83
Wholesale distributors	**574**	2,542	1.26x	-178
Medical, dental and outpatient offices	**565**	3,646	1.00x	+60
Senior living and nursing	**240**	592	1.28x	+22
Grocery stores	**150**	893	1.08x	-13
Churches and religious organizations	**142**	1,231	0.70x	-7
Trucking companies	**123**	870	1.05x	-18
Auto dealerships	**106**	252	1.09x	-4

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.

Cincinnati leans toward warehousing and distribution (1.70x), commercial property managers (1.70x) and manufacturing plants (1.50x). 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 (0.70x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: manufacturing plants (+83), medical, dental and outpatient offices (+60) and restaurants (+48). New sites have no incumbent vendor yet.

The metro

Cincinnati, OH-KY-IN: 12 counties in this report's counts.

Hamilton County, Butler County and Warren County hold 70% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Cincinnati

COUNTY	SITES WITH 20+	SHARE OF METRO
Hamilton County START HERE	**2,527**	44%
Butler County	**982**	17%
Warren County	**538**	9%
Boone County, Kentucky	**475**	8%
Clermont County	**368**	6%
Kenton County, Kentucky	**349**	6%

COUNTY	SITES WITH 20+	SHARE OF METRO
Campbell County, Kentucky	**165**	3%
Dearborn County, Indiana	**85**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 245 of the metro's 5,808 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Cincinnati

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 Cincinnati figure is ranked against the other markets we track.

How Cincinnati ranks for each trade, by buyer sites per contractor (longer bar = more room)

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Fire Protection MOST ROOM	**#16 of 96**	64	55	0
Commercial Flooring	**#13 of 68**	93	18	0
Commercial Painting & Coatings	**#22 of 86**	81	36	0
Commercial Roofing	**#27 of 89**	79	36	-3
Paving & Asphalt	**#32 of 94**	47	54	0
Commercial Construction	**#37 of 100**	5.5	335	-3
Commercial HVAC & Mechanical	**#39 of 100**	11	200	+4
Commercial Cleaning & Janitorial	**#44 of 100**	4.0	570	-16
Managed Service Providers	**#57 of 100**	2.5	1,291	-6
Commercial Electrical	**#61 of 100**	9.7	261	-5
Commercial Landscaping	**#67 of 100**	3.2	814	-8

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.

Fire protection (#16), commercial flooring (#13) and commercial painting & coatings (#22) rank best in Cincinnati. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #67 of 100: 3.2 buyer sites for each of 814 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial cleaning & janitorial (-16) and commercial landscaping (-8) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial HVAC & mechanical (+4) added them.

Open programs

Our availability workbook does not cover Cincinnati 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

6 named, sourced projects and 8 anchor owners in Cincinnati. 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 · $4.05 billion

Brent Spence Bridge Corridor Project

Under construction

A new cable-stayed companion bridge, rehabilitation of the 1963 bridge, and rebuilt interchanges along eight miles of I-71/I-75 between Cincinnati and Covington; ground broke May 8, 2026.

> Over 40 overpasses and interchanges are rebuilt through 2033, creating steady paving, electrical (lighting and signals) and landscaping work alongside the prime contract.

paving · electrical · landscaping · construction

Construction Equipment Guide, 2026-06-02

02 · $325 million

Cincinnati Downtown Marriott Hotel

Under construction

A 21-story, 700-room, 660,000-square-foot convention headquarters hotel downtown, connected by skybridge to the renovated First Financial Center; ground broke July 21, 2026.

> Skanska is building toward a late 2028 opening, so mechanical, electrical and fire protection run first, followed by large flooring and painting scopes for rooms and ballrooms.

HVAC · electrical · fire protection · flooring · painting

Skanska, 2026-07

03 · $365 million

Cincinnati Children's Liberty Campus expansion

Under construction

A hospital addition with 72 inpatient beds and four operating rooms, a four-story medical office building, and renovation of over 100,000 square feet at the Liberty Campus in Butler County.

> Phased work runs to 2029: the office building in 2027, the hospital addition in 2028, then interior renovation, so mechanical, electrical and finish trades have work across several years.

HVAC · electrical · fire protection · flooring · roofing

DOTmed, 2025-01-13

04 · 880,000 sq ft

Prologis Project Mila data center campus

Approved

A four-building data center campus with an electrical substation on more than 140 acres in Trenton's industrial park, Butler County; site plan approved March 30, 2026.

> Data center campuses are heavy on electrical and cooling scopes, with site paving and stormwater work at the start.

electrical · HVAC · fire protection · paving

WVXU, 2026-03-30

05 · More than $16 million

ADM Boone County facility expansion

Announced

A 14,000-square-foot manufacturing addition for liquid and dry-blended color products at ADM's Boone County, Kentucky facility, due in early 2027.

> Food-grade manufacturing additions need process mechanical, electrical and sanitary-grade flooring and cleaning.

HVAC · electrical · flooring · cleaning · construction

The Lane Report, 2026-08-04

06 · $304 million

University of Cincinnati STEM Academic Facility

Demolition under way; groundbreaking 2027

A 200,000-square-foot classroom and lab building replacing Crosley Tower on Martin Luther King Drive on UC's Uptown campus in Cincinnati, with completion set for 2029.

> Once Crosley Tower demolition wraps up, site work and a 2027 groundbreaking open the new-building packages: roofing and envelope, then lab-grade mechanical and electrical systems through 2029.

construction · roofing · HVAC · electrical

University of Cincinnati News, 2026-07-30

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

Health system · Cincinnati, Hamilton County

Cincinnati Children's Hospital Medical Center

REDI Cincinnati, citing the Cincinnati Business Courier Book of Lists 2024-2025, lists Cincinnati Children's Medical Center with 19,503 employees, the largest health care employer in the region.

> A pediatric academic medical center with hospital towers, research buildings, outpatient sites and parking structures across Greater Cincinnati.

HVAC · cleaning · fire protection · electrical

REDI Cincinnati

Campus · Cincinnati, Hamilton County

University of Cincinnati

UC recorded an official head count of 53,682 students for fall semester 2025, its largest enrollment ever.

> A multi-campus public university with academic buildings, residence halls, athletic venues and regional campuses in Blue Ash and Clermont County.

HVAC · cleaning · roofing · landscaping · painting

University of Cincinnati

Airport · Hebron, Boone County, KY

Cincinnati/Northern Kentucky International Airport (CVG)

CVG served 8,971,128 passengers in 2025 and handled 1,703,828 tons of cargo.

> Passenger terminals, concourses, parking garages, airfield pavement and cargo buildings on one airport campus.

paving · cleaning · electrical · HVAC

Spectrum News

Logistics hub · Hebron, Boone County, KY

Amazon Air Hub at CVG

Amazon's air hub at CVG is an 800,000-square-foot facility on an operation spanning over 600 acres, built with a $1.5 billion investment.

> A sort building, ramp, parking lots and support buildings running around the clock at the airport.

paving · electrical · fire protection · cleaning

Amazon

Major employer · Cincinnati, Hamilton County

The Kroger Co.

Major employer · Cincinnati, Hamilton County

Procter & Gamble

REDI Cincinnati, citing the Cincinnati Business Courier Book of Lists 2024-2025, ranks Kroger first among the region's employers with 20,000 employees.

> A headquartered grocery retailer with corporate offices, stores and distribution facilities across the region.

cleaning · HVAC · roofing · paving

REDI Cincinnati

REDI Cincinnati, citing the Cincinnati Business Courier Book of Lists 2024-2025, lists Procter and Gamble with 12,000 regional employees.

> A global headquarters with downtown office towers, research and technical centers and campus grounds in the region.

cleaning · HVAC · landscaping · electrical

REDI Cincinnati

Major employer · Evendale, Hamilton County

GE Aerospace

REDI Cincinnati, citing the Cincinnati Business Courier Book of Lists 2024-2025, lists GE Aerospace with 9,000 regional employees.

> Engine design, test and office facilities on a large industrial campus north of Cincinnati.

HVAC · electrical · fire protection · roofing

REDI Cincinnati

Industrial park · Hamilton, Butler County

Hamilton Enterprise Park

The park is owned by the City of Hamilton and has over 130 acres left, split by roads into parcels of roughly 32, 40 and 59 acres.

> A city-owned industrial and office park where new buildings, site work and tenant fit-outs follow each land sale.

construction · paving · landscaping · electrical

REDI Cincinnati

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, Cincinnati

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		12
Commercial HVAC & Mechanical		11
Commercial Cleaning & Janitorial		7

TRADE	PROJECTS AND OWNERS	
Fire Protection		6
Paving & Asphalt		6
Commercial Roofing		5
Commercial Construction		4
Commercial Landscaping		4
Commercial Flooring		3
Commercial Painting & Coatings		2

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

04

Chapter 04 The calendar

The Cincinnati selling calendar

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

Cincinnati 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	4	13	80	231	130	242	221	105	34	32	3	21
Cooling degree days average month	0	0	4	5	90	217	322	290	128	14	0	0
Heating degree days average month	1,052	851	676	332	133	11	1	4	53	295	620	915
Average high (°F) average month	39	44	54	66	75	83	86	85	79	67	54	44

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 182 hail reports of 1 inch or larger and 934 damaging wind reports across the metro's counties from 2015 to 2024: #23 of 100 markets for hail and #12 for wind. April, June and July carried 62% of the reports. Storm calls are a real door-opener here, and the contractor who is already known before the season gets the inspection.

The metro averages 1,071 cooling degree days a year (#50 of 97 markets) and 4,942 heating degree days (#41 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.

> "Roofing demand spikes after hail and wind events, when owners want an inspection and documentation for their insurer, so be the known contractor before the storm, not one of many calling after it. Planned work follows each owner's budget: inspections feed capital requests, and replacements are approved ahead of installation. Outbound runs every month, keyed to each building's roof age and budget date."
>
> — How roofing timing works, from our roofing 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 Cincinnati, 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 Cincinnati program

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

5,907
Commercial Roofing

5,907
Commercial Construction

2,683
Commercial HVAC & Mechanical

2,098
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 Cincinnati

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

The salary is the smallest part of the decision. About 8,960 people hold the role in the Cincinnati, OH-KY-IN 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 Cincinnati 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 Hamilton County, Butler County and Warren County**
  70% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 5,808 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Cincinnati over-indexes on**
  warehousing and distribution (1.70x the U.S. mix), commercial property managers (1.70x the U.S. mix) and manufacturing plants (1.50x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Cincinnati Children's Hospital Medical Center, University of Cincinnati, Cincinnati/Northern Kentucky International Airport (CVG) and Amazon Air Hub at CVG.
- [ ] **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 Ohio 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: 1,755 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: 1,021 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.

Manufacturing plants: 863 sites here

From our fire protection talk track. Insurer recommendations and process hazards. The safety manager often owns the relationship, not facilities.

1. **Who owns the fire protection relationship here, facilities, maintenance or the EHS manager?**
   The safety manager often owns it rather than facilities, so this tells you who to meet.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

2. **Has your insurer's loss-control visit produced any recommendations?**
   Insurer recommendations create deadlines and defined scope.
3. **Do you have special-hazard suppression on any processes, and who services it?**
   Special-hazard systems need specialized service and are often a separate opportunity.
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.

- [ ] **Brent Spence Bridge Corridor Project**
  Under construction. Over 40 overpasses and interchanges are rebuilt through 2033, creating steady paving, electrical (lighting and signals) and landscaping work alongside the prime contract.
- [ ] **Cincinnati Downtown Marriott Hotel**
  Under construction. Skanska is building toward a late 2028 opening, so mechanical, electrical and fire protection run first, followed by large flooring and painting scopes for rooms and ballrooms.
- [ ] **Cincinnati Children's Liberty Campus expansion**
  Under construction. Phased work runs to 2029: the office building in 2027, the hospital addition in 2028, then interior renovation, so mechanical, electrical and finish trades have work across several years.
- [ ] **Prologis Project Mila data center campus**
  Approved. Data center campuses are heavy on electrical and cooling scopes, with site paving and stormwater work at the start.

- [ ] **ADM Boone County facility expansion**

  Announced. Food-grade manufacturing additions need process mechanical, electrical and sanitary-grade flooring and cleaning.

- [ ] **University of Cincinnati STEM Academic Facility**

  Demolition under way; groundbreaking 2027. Once Crosley Tower demolition wraps up, site work and a 2027 groundbreaking open the new-building packages: roofing and envelope, then lab-grade mechanical and electrical systems through 2029.

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

  62% of the 1,116 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: manufacturing plants**

  QCEW counted 83 more manufacturing plants in Cincinnati than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  QCEW counted 60 more medical, dental and outpatient offices in Cincinnati 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 Hamilton County, Butler County and Warren County, which hold 70% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Cincinnati Children's Hospital Medical Center and University of Cincinnati at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Ohio 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: brent Spence Bridge Corridor Project.
- [ ] 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 Cincinnati 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, Cincinnati, OH-KY-IN.
- 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 Cincinnati-Wilmington-Maysville 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: Cincinnati skyline and the Roebling Suspension Bridge, by Matt Koffel on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

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