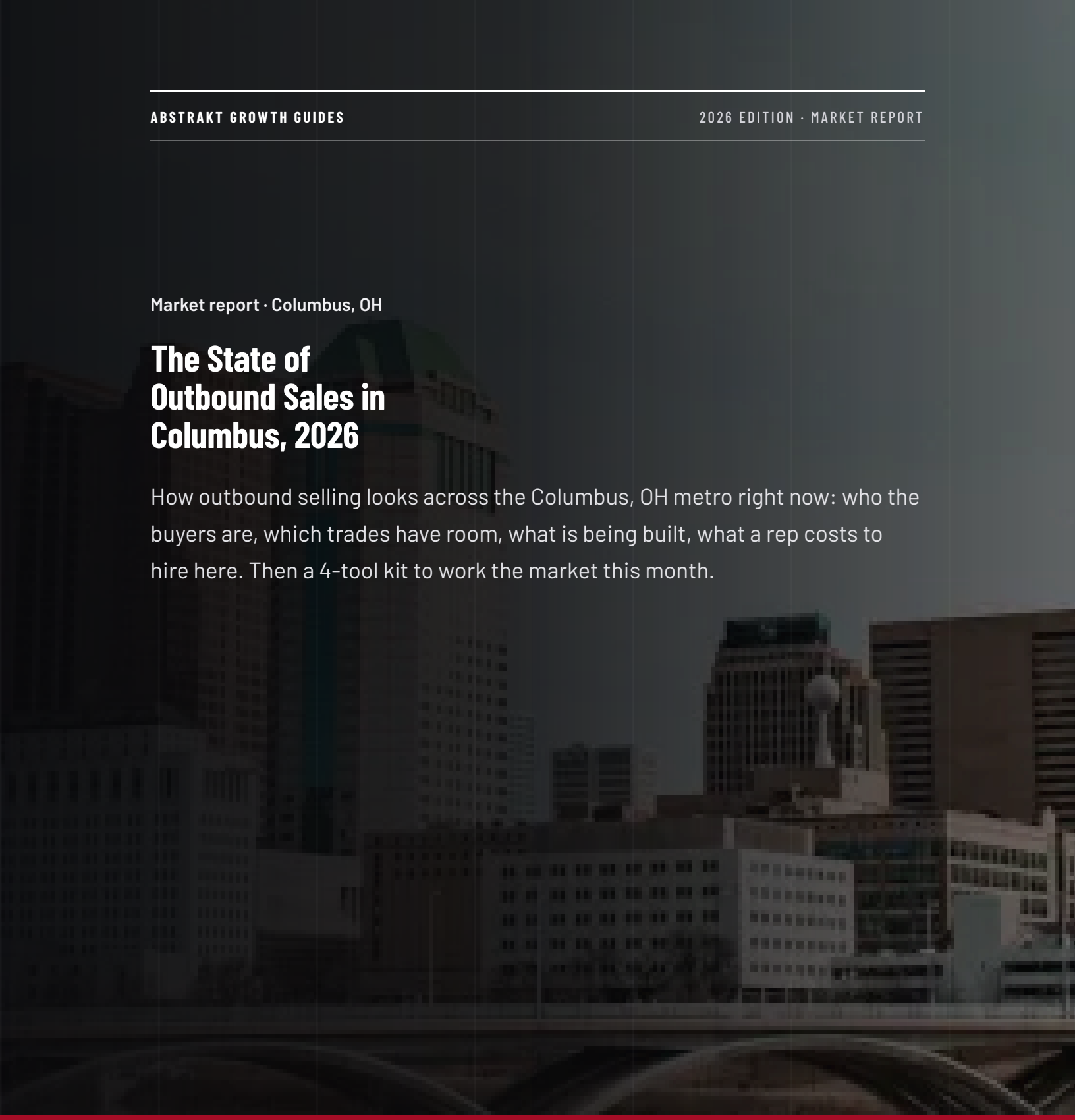
Market report · Columbus, OH

The State of Outbound Sales in Columbus, 2026

How outbound selling looks across the Columbus, OH 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.



5,483

business sites with 20+ people across the categories trades sell to, #32 of our 100 metros

4.6

buyer sites per commercial landscaping contractor, #21 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 Columbus

1

Biggest buyer pool

Restaurants: 1,676 sites

with 20 or more people, the largest buyer category in Columbus, ahead of retail stores (1,038).

2

Where the metro leans

Warehousing and distribution: 2.37x the U.S. mix

Also over-represented: commercial property managers (1.68x) and apartment and residential property managers (1.51x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #21 of 100 markets

4.6 buyer sites with 20+ people for each of 638 local commercial landscaping contractors. The most crowded is commercial electrical, #78 of 100.

4

Biggest reason to call

CMH Next terminal at John Glenn Columbus International Airport

Under construction. One of 9 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.

Contents

01 THE MARKET — Who buys in Columbus

02 THE COMPETITION — Which trades have the most room in Columbus

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

04 THE CALENDAR — The Columbus selling calendar

05 THE NUMBERS — What one meeting takes, trade by trade

06 BUILD OR BUY — What an in-house SDR costs in Columbus

Kit PART TWO: APPLY THIS — The toolkit

Src METHOD — Sources and notes

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, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Columbus

5,483 business sites in Columbus have 20 or more people on site in the categories commercial trades sell to. That ranks #32 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 Columbus, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,676**	4,511	1.34x	+35
Retail stores	**1,038**	5,594	1.14x	-29
Medical, dental and outpatient offices	**779**	4,198	1.27x	+22
Manufacturing plants	**513**	1,390	0.93x	+18
Wholesale distributors	**402**	1,938	1.06x	-179
Senior living and nursing	**215**	457	1.40x	-5
Warehousing and distribution	**155**	319	2.37x	+28
Grocery stores	**145**	798	1.11x	+14
Trucking companies	**140**	989	1.33x	-46
Churches and religious organizations	**120**	1,187	0.36x	+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.

Columbus leans toward warehousing and distribution (2.37x), commercial property managers (1.68x) and apartment and residential property managers (1.51x). 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 (0.36x) and private K-12 schools (0.77x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+35), warehousing and distribution (+28) and medical, dental and outpatient offices (+22). New sites have no incumbent vendor yet.

The metro

Columbus, OH: 10 counties in this report's counts.

Franklin County, Delaware County and Licking County hold 86% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Columbus

COUNTY	SITES WITH 20+	SHARE OF METRO
Franklin County START HERE	**3,814**	70%
Delaware County	**559**	10%
Licking County	**328**	6%
Fairfield County	**273**	5%
Union County	**96**	2%
Pickaway County	**60**	1%

COUNTY	SITES WITH 20+	SHARE OF METRO
Madison County	**59**	1%
Hocking County	**36**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 220 of the metro's 5,483 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Columbus

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 Columbus figure is ranked against the other markets we track.

How Columbus 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	**#21 of 100**	4.6	638	-5
Commercial Cleaning & Janitorial	**#27 of 100**	4.6	448	-24
Commercial HVAC & Mechanical	**#29 of 100**	11	174	+7
Paving & Asphalt	**#39 of 94**	43	70	+1
Commercial Construction	**#46 of 100**	4.8	299	+4
Fire Protection	**#45 of 96**	45	73	+1
Commercial Roofing	**#42 of 89**	69	39	+2
Commercial Painting & Coatings	**#49 of 86**	65	43	+5
Commercial Flooring	**#40 of 68**	64	32	+2
Managed Service Providers	**#65 of 100**	2.3	1,282	-29
Commercial Electrical	**#78 of 100**	8.2	269	+12

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 (#21), commercial cleaning & janitorial (#27) and commercial HVAC & mechanical (#29) rank best in Columbus. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial electrical is the most crowded trade here, #78 of 100: 8.2 buyer sites for each of 269 local electrical contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-29) and commercial cleaning & janitorial (-24) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial electrical (+12) and commercial HVAC & mechanical (+7) added them.

Open programs

Our availability workbook does not cover Columbus 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

9 named, sourced projects and 6 anchor owners in Columbus. 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

CMH Next terminal at John Glenn Columbus International Airport

Under construction

A new 36-gate terminal at John Glenn Columbus International Airport replacing the 1958 terminal; both new terminal roadways are finished and the building is being enclosed.

> Enclosure and skylight framing are underway, so interior mechanical, electrical, fire protection and finish trades such as flooring and painting are the next big scopes.

HVAC · electrical · fire protection · flooring · painting

John Glenn Columbus International Airport, 2026-09-02

02 · $900 million

Anduril Arsenal-1

Opened 2026

Anduril's defense manufacturing plant near Rickenbacker Airport in Pickaway County, which began Fury drone production in March 2026 with a target of 4,000 jobs by 2035.

> Production has started while the campus grows, so expect more building phases plus ongoing facility maintenance, cleaning and electrical service.

construction · electrical · HVAC · cleaning

ABC6, 2026-03-19

03 · $1.27 billion

Nationwide Children's Hospital acute care tower

Under construction

A 14-story, 432-bed acute care tower on the main Nationwide Children's campus in Columbus, plus a parking garage, new energy plant and renovation of an existing inpatient facility.

> The tower is due in 2028 and the energy plant is a large mechanical and electrical scope; interior painting of the new tower and renovation of the older building follow.

HVAC · electrical · fire protection · construction · painting

WOSU, 2025-07-29

04 · 1.9 million sq ft

Ohio State Wexner Medical Center University Hospital

Opened 2026

A 26-story, 820-room hospital at 520 W. 10th Ave. on Ohio State's Columbus campus, which opened February 22, 2026.

> A building this size creates ongoing contracts for environmental services, HVAC and electrical maintenance, and grounds care, plus renovation and repainting work in the existing Rhodes and Doan halls.

cleaning · HVAC · electrical · landscaping · painting

Ohio State Wexner Medical Center, 2026-02-22

05 · More than 1.2 million sq ft

EdgeConneX New Albany data centers

Under construction

An EdgeConneX data center campus on 74 acres along Innovation Campus Way in New Albany: a 525,000-square-foot warehouse conversion and a new 700,000-square-foot building.

> The second building is due in fall 2027, with on-site gas power, so electrical, cooling and fire protection are the main scopes, and a new 700,000-square-foot building also needs a large roofing package.

electrical · HVAC · fire protection · construction · roofing

NBC4, 2025-07

06 · $60 million

Columbus City Schools summer 2026 capital improvements

Summer 2026 construction, most work done before the 2026-27 school year

A Columbus City Schools package across neighborhood schools: $20 million in classroom renovations, $8 million for athletic facilities at Beechcroft, Northland and Walnut Ridge high schools, $4 million for elementary playgrounds and $3 million for roof replacements and exterior repairs at 11 sites, plus HVAC and parking lot work.

> The district manages more than 110 sites and pays for this work from voter-approved levy permanent improvement funds, so roof replacement, parking lot resurfacing, classroom paint and athletic field and playground work come up for bid on a summer schedule.

roofing · paving · painting · landscaping · HVAC

Columbus City Schools, 2026-05-19

07 · 959,579 sq ft

Rickenbacker Industrial Center Phase III

Under construction, completion first quarter 2027

A speculative industrial building by Trident Capital Group, O'Connor Capital Partners and Clarion Partners at 1669 Rohr Road near Rickenbacker in Columbus, on 57.3 acres with 104 dock doors.

> A building of nearly 960,000 sq ft carries a large roof, warehouse sprinkler system, and 238 trailer stalls plus 336 car spaces of paving with site landscaping, all due by early 2027.

roofing · paving · landscaping · fire protection · construction

REBusinessOnline, 2026-08-10

08 · 1.2 million sq ft (first building)

Scannell logistics park, Commercial Point

Broke ground June 2026, completion April 2027

The first phase of a Scannell Properties logistics park in Commercial Point, Pickaway County: a 1.2 million sq ft speculative building with 40-foot clear height, 60 dock doors and four drive-in doors.

> A 1.2 million sq ft distribution building needs one of the largest roofs in the region, a warehouse sprinkler system, truck court and parking paving and site landscaping before the April 2027 finish, with later phases of the park to follow.

roofing · paving · landscaping · fire protection · construction

REBusinessOnline, 2026-06-29

09 · About $34.4 million of work completed (about 97 percent of budget) as of April 2026

Kilbourne Run Sports Park

Opening spring 2026

A Columbus Recreation and Parks renovation, in partnership with the Columbus Crew, of a 62-acre sports park at 4625 Westerville Road with six lighted artificial turf fields, new paved parking, restrooms, shelters and tree plantings.

> Once open, a 62-acre park with new paved lots, natural turf fields with irrigation and newly planted trees needs grounds maintenance and parking lot upkeep, and its restroom, shelter and stadium buildings need regular cleaning.

landscaping · paving · cleaning

Columbus Recreation and Parks Department, 2026-04

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

Health system · Columbus, Franklin County

OhioHealth

OhioHealth describes a network of 16 hospitals, three joint-venture hospitals and 200+ ambulatory sites spanning a 50-county area.

> Columbus-based system running Riverside Methodist, Grant and Doctors hospitals plus

Campus · Columbus, Franklin County

The Ohio State University

Ohio State reported Columbus campus enrollment of 60,046 in September 2023.

> Operates one of the largest single campuses in the country, with academic, research,

ambulatory sites, all with HVAC, life-safety, cleaning and parking needs.

HVAC · fire protection · cleaning · paving

OhioHealth

residence, athletic and medical buildings under constant maintenance.

HVAC · roofing · cleaning · flooring · landscaping

The Ohio State University

Major employer · Marysville, Union County

Honda Marysville Auto Plant

Honda announced plans in 1980 for a $250 million auto plant next to its motorcycle plant in Marysville.

Large auto assembly complex with production floors, paint operations, roofs and heavy electrical systems that need ongoing maintenance and upgrades.

electrical · HVAC · roofing · flooring · fire protection

Honda in Ohio

Major employer · New Albany, Licking County

Intel Ohio site

Intel's Ohio site spans nearly 1,000 acres in New Albany, where it plans to invest more than $28 billion in two chip factories.

Semiconductor campus under construction that brings site work, power, mechanical and fire protection scopes and long-term facility service needs.

construction · electrical · HVAC · fire protection

Intel

Logistics hub · Columbus, Franklin County

Rickenbacker International Airport

The cargo-focused airport covers 4,342 acres and has two runways and one helipad.

Air cargo hub surrounded by distribution and logistics buildings with large roofs, dock aprons, truck courts and lots.

paving · roofing · electrical · fire protection

Wikipedia

Retail center · Columbus, Franklin County

Easton Town Center

Easton reports more than 18 million visitors per year and 200+ retailers.

Open-air retail district with storefronts, parking garages, surface lots and common areas that need cleaning, paving, landscaping and painting.

cleaning · paving · landscaping · painting

Easton Town 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, Columbus

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Fire Protection		9
Commercial Electrical		8
Commercial Landscaping		7
Paving & Asphalt		7
Commercial Roofing		7
Commercial Cleaning & Janitorial		6
Commercial Construction		6
Commercial Painting & Coatings		5
Commercial Flooring		3

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

04

Chapter 04 The calendar

The Columbus selling calendar

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

Columbus 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	7	16	47	78	121	180	161	91	45	11	21	2
Cooling degree days average month	0	0	1	2	69	175	267	228	88	7	0	0
Heating degree days average month	1,137	941	764	399	172	20	3	10	79	353	678	985
Average high (°F) average month	36	40	50	64	73	81	84	83	77	65	52	41

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 133 hail reports of 1 inch or larger and 647 damaging wind reports across the metro's counties from 2015 to 2024: #31 of 100 markets for hail and #22 for wind. May, June and July carried 59% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 838 cooling degree days a year (#59 of 97 markets) and 5,542 heating degree days (#34 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 Columbus, 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 Columbus program

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

5,977
Commercial Roofing

5,977
Commercial Construction

2,336
Commercial HVAC & Mechanical

1,835
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 Columbus

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

The salary is the smallest part of the decision. About 8,350 people hold the role in the Columbus, OH 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 Columbus 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 Franklin County, Delaware County and Licking County**
  86% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 5,483 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Columbus over-indexes on**
  warehousing and distribution (2.37x the U.S. mix), commercial property managers (1.68x the U.S. mix) and apartment and residential property managers (1.51x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  OhioHealth, The Ohio State University, Honda Marysville Auto Plant and Intel Ohio site.
- [ ] **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: 1,676 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: 1,038 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: 779 sites here

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

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.

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. **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.
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.

- [ ] **CMH Next terminal at John Glenn Columbus International Airport**
  Under construction. Enclosure and skylight framing are underway, so interior mechanical, electrical, fire protection and finish trades such as flooring and painting are the next big scopes.
- [ ] **Anduril Arsenal-1**
  Opened 2026. Production has started while the campus grows, so expect more building phases plus ongoing facility maintenance, cleaning and electrical service.
- [ ] **Nationwide Children's Hospital acute care tower**
  Under construction. The tower is due in 2028 and the energy plant is a large mechanical and electrical scope; interior painting of the new tower and renovation of the older building follow.
- [ ] **Ohio State Wexner Medical Center University Hospital**
  Opened 2026. A building this size creates ongoing contracts for environmental services, HVAC and electrical maintenance, and grounds care, plus renovation and repainting work in the existing Rhodes and Doan halls.

- [ ] **EdgeConneX New Albany data centers**

  Under construction. The second building is due in fall 2027, with on-site gas power, so electrical, cooling and fire protection are the main scopes, and a new 700,000-square-foot building also needs a large roofing package.

- [ ] **Columbus City Schools summer 2026 capital improvements**

  Summer 2026 construction, most work done before the 2026-27 school year. The district manages more than 110 sites and pays for this work from voter-approved levy permanent improvement funds, so roof replacement, parking lot resurfacing, classroom paint and athletic field and playground work come up for bid on a summer schedule.

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

  59% of the 780 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: restaurants**

  QCEW counted 35 more restaurants in Columbus than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  QCEW counted 28 more warehousing and distribution in Columbus 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 Franklin County, Delaware County and Licking County, which hold 86% 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 OhioHealth and The Ohio State University 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: CMH Next terminal at John Glenn Columbus International Airport.
- [ ] 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 Columbus 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, Columbus, OH.
- 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 Columbus-Marion-Zanesville 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: Columbus skyline along the Scioto River, by Oz Seyrek 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 Columbus

Territory
Check whether your trade is open in Columbus

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Dayton

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