Market report · Dayton-Kettering-Beavercreek, OH

The State of Outbound Sales in Dayton, 2026

How outbound selling looks across the Dayton-Kettering-Beavercreek, 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.

2,106
business sites with 20+ people across the categories trades sell to, #62 of our 100 metros

63
buyer sites per paving contractor, #11 of 94 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 Dayton

1

Biggest buyer pool

Restaurants: 626 sites

with 20 or more people, the largest buyer category in Dayton-Kettering, ahead of retail stores (371).

2

Where the metro leans

Senior living and nursing: 2.08x the U.S. mix

Also over-represented: hospitals (1.66x) and manufacturing plants (1.58x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Paving & Asphalt: #11 of 94 markets

63 buyer sites with 20+ people for each of 15 local paving contractors. The most crowded is managed service providers, #49 of 100.

4

Biggest reason to call

Think Dayton building at onMain, $70 million

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

5

Hiring locally

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

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

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics,

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

01

Chapter 01 The market

Who buys in Dayton-Kettering

2,106 business sites in Dayton-Kettering have 20 or more people on site in the categories commercial trades sell to. That ranks #62 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 Dayton-Kettering, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**626**	1,616	1.41x	-14
Retail stores	**371**	2,323	1.39x	-52
Manufacturing plants	**355**	911	1.58x	-11
Medical, dental and outpatient offices	**266**	1,521	1.34x	0
Wholesale distributors	**139**	695	0.98x	-60
Senior living and nursing	**105**	275	2.08x	+27
Grocery stores	**54**	341	1.37x	-1
Auto dealerships	**50**	113	1.41x	-4
Churches and religious organizations	**45**	554	0.76x	-4
Trucking companies	**42**	233	0.99x	-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.

Dayton-Kettering leans toward senior living and nursing (2.08x), hospitals (1.66x) and manufacturing plants (1.58x). 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 (0.76x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: senior living and nursing (+27) and warehousing and distribution (+8). New sites have no incumbent vendor yet.

The metro

Dayton-Kettering-Beavercreek, OH: 3 counties in this report's counts.

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

Where the sites are

Business sites with 20+ people, by county, Dayton-Kettering

COUNTY	SITES WITH 20+	SHARE OF METRO
Montgomery County START HERE	**1,444**	69%
Greene County	**367**	17%
Miami County	**229**	11%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 66 of the metro's 2,106 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Dayton

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 Dayton figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Paving & Asphalt MOST ROOM	**#11 of 94**	63	15	+3
Commercial Construction	**#12 of 100**	7.8	91	+3
Commercial Cleaning & Janitorial	**#15 of 100**	5.0	185	+1
Commercial HVAC & Mechanical	**#22 of 100**	13	68	0
Fire Protection	**#25 of 96**	53	25	+2
Commercial Electrical	**#27 of 100**	12	77	0
Commercial Roofing	**#26 of 89**	79	13	+1
Commercial Landscaping	**#39 of 100**	4.0	252	-9
Managed Service Providers	**#49 of 100**	2.8	405	-19

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.

Paving & asphalt (#11), commercial construction (#12) and commercial cleaning & janitorial (#15) rank best in Dayton. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Managed service providers is the most crowded trade here, #49 of 100: 2.8 buyer sites for each of 405 local managed service providers. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-19) and commercial landscaping (-9) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Paving & asphalt (+3) and commercial construction (+3) added them.

Not ranked here: commercial flooring (4 contractors) and commercial painting & coatings (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 Dayton yet. We take one client per trade per territory, so ask before you plan around it.

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

4 named, sourced projects and 7 anchor owners in Dayton-Kettering. 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 · $70 million

Think Dayton building at onMain

Under construction

A five-story, 120,000-square-foot research and innovation building on the 38-acre former Montgomery County Fairgrounds site in Dayton, the first commercial building in the onMain district, scheduled to open in 2027.

> A 2027 opening puts mechanical, electrical and fire protection rough-in in 2026 and interior finishes in 2027, and lab and research space keeps HVAC and electrical service work going after occupancy.

HVAC · electrical · fire protection · flooring · cleaning

University of Dayton, 2025-09-26

02 · $25 million

Kettering Health Xenia Health Center and Greene Memorial renovations

Under construction

A 24,000-square-foot primary and urgent care center on Progress Drive across from the Xenia YMCA in Greene County, opening fall 2027, alongside $15 million in renovations at Kettering Health Greene Memorial.

> Outpatient clinics need medical-grade HVAC, electrical and fire protection during the build and daily healthcare cleaning once open, while the hospital renovation adds phased flooring and painting.

HVAC · electrical · flooring · painting · cleaning

WYSO, 2026-04-09

03 · more than $20 million

Supply Technologies distribution center

Scheduled to open July 2026

A 375,000-square-foot flagship distribution center in Union, Montgomery County, with automated warehouse operations, a quality and engineering lab and an innovation center.

> Automated distribution space depends on reliable electrical service and dock-area paving, and a building this size needs recurring floor care, cleaning and parking lot maintenance.

electrical · paving · cleaning · HVAC

Park-Ohio press release via Yahoo Finance, 2025-12-16

04

Joby Aviation Dayton-area production facility

Acquired; operations starting 2026

A manufacturing facility of more than 700,000 square feet in the Dayton area that Joby is acquiring to help double air taxi production to four aircraft per month by 2027.

> Converting a large existing plant to aircraft production means electrical and mechanical upgrades for new lines, then large-floor cleaning and facility maintenance once operations ramp.

electrical · HVAC · cleaning · fire protection

AviTrader, 2026-01-09

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

Health system · Kettering, Montgomery County

Kettering Health

Kettering Health, headquartered in Kettering, says its system includes 14 medical centers and over 100 outpatient locations, with more than 1,800 physicians and 15,000 employees.

> Medical centers and outpatient buildings spread across the region each run HVAC plants, roofs, floors and parking that need service.

Health system · Dayton, Montgomery County

Miami Valley Hospital (Premier Health)

Premier Health calls Miami Valley Hospital the region's most experienced Level I Trauma Center, with campuses in downtown Dayton, Miami Valley Hospital South in Centerville and Miami Valley Hospital North in Englewood.

> Three hospital campuses, including a downtown tower complex, carry ongoing

HVAC · cleaning · fire protection · roofing · flooring

Kettering Health

> mechanical, life-safety and environmental services work.

HVAC · cleaning · fire protection · electrical

Premier Health

Public owner · Greene and Montgomery counties

Wright-Patterson Air Force Base

WYSO reported in August 2024 that Wright-Patterson employs 38,000 personnel within its fences, double the 19,000 it had in 2002 when it was Ohio's largest single-site employer.

> Research labs, offices, hangars and support buildings on the base are maintained and built through federal contracting.

construction · HVAC · roofing · electrical · paving

WYSO Public Radio

Campus · Fairborn, Greene County

Wright State University

Wright State reports more than 11,000 students and 32 academic buildings on 730 acres across two campuses.

> A 730-acre footprint of academic buildings, a medical school and parking lots needs grounds care, cleaning, HVAC and paving.

landscaping · cleaning · HVAC · paving

Wright State University

Major employer · Dayton, Montgomery County

CareSource

Ohio approved a tax break for CareSource to create 167 full-time-equivalent positions by expanding its downtown Dayton headquarters.

> A growing downtown headquarters campus means office HVAC, janitorial, electrical and interior finish work.

cleaning · HVAC · electrical · flooring · painting

Dayton Daily News

Airport · Vandalia, Montgomery County

Dayton International Airport (DAY)

Dayton International Airport says it spans over 4,500 acres with approximately 4.7 miles of runway and 17 active airline gates.

> Terminal, parking lots and airport-owned land need cleaning, HVAC, electrical and pavement work.

cleaning · HVAC · paving · electrical

Dayton International Airport

Logistics hub · Union, Montgomery County

Union Airpark distribution cluster

Legrand opened a 637,000-square-foot center off Union Airpark Boulevard, near the Procter & Gamble distribution center and an Amazon fulfillment center at 1835 Union Airpark.

> Large distribution buildings near the airport carry long roofs, truck courts, dock lighting and sprinkler systems.

roofing · paving · fire protection · electrical · cleaning

Dayton Daily News

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, Dayton-Kettering

TRADE	PROJECTS AND OWNERS	
Commercial Cleaning & Janitorial		10
Commercial HVAC & Mechanical		10
Commercial Electrical		9
Paving & Asphalt		5
Fire Protection		5
Commercial Flooring		4
Commercial Roofing		3
Commercial Painting & Coatings		2
Commercial Construction		1

TRADE	PROJECTS AND OWNERS	
Commercial Landscaping		1

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

04

Chapter 04 The calendar

The Dayton selling calendar

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

Dayton 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	6	9	12	46	32	113	84	23	3	1	5	4
Cooling degree days average month	0	0	2	3	82	199	291	251	102	10	0	0
Heating degree days average month	1,129	930	747	384	158	15	2	7	69	335	666	981
Average high (°F) average month	36	40	50	64	73	82	85	84	78	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 58 hail reports of 1 inch or larger and 280 damaging wind reports across the metro's counties from 2015 to 2024: #52 of 100 markets for hail and #51 for wind. April, June and July carried 72% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 941 cooling degree days a year (#55 of 97 markets) and 5,424 heating degree days (#37 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 Dayton, 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 Dayton program

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

2,970
Commercial Roofing

2,970
Commercial Construction

1,291
Commercial HVAC & Mechanical

1,092
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 Dayton

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

The salary is the smallest part of the decision. About 2,270 people hold the role in the Dayton-Kettering-Beavercreek, 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 Dayton 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 Montgomery County**
  69% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 2,106 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Dayton over-indexes on**
  senior living and nursing (2.08x the U.S. mix), hospitals (1.66x the U.S. mix) and manufacturing plants (1.58x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Kettering Health, Miami Valley Hospital (Premier Health), Wright-Patterson Air Force Base and Wright State University.
- [ ] **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: 626 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: 371 sites here

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

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

Manufacturing plants: 355 sites here

From our construction talk track. Building around live operations and hitting a production start date. Ask what growth is planned and where.

1. **What growth is planned, such as new lines, added capacity or a new site?**
   Planned growth defines the project and the timeline.

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 production start date does the project have to hit?**
   A fixed start date changes how the owner weighs schedule against price.
3. **How will construction work around live operations?**
   Your answer to this is often the deciding factor for plant managers.

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.

- [ ] **Think Dayton building at onMain**

  Under construction. A 2027 opening puts mechanical, electrical and fire protection rough-in in 2026 and interior finishes in 2027, and lab and research space keeps HVAC and electrical service work going after occupancy.

- [ ] **Kettering Health Xenia Health Center and Greene Memorial renovations**

  Under construction. Outpatient clinics need medical-grade HVAC, electrical and fire protection during the build and daily healthcare cleaning once open, while the hospital renovation adds phased flooring and painting.

- [ ] **Supply Technologies distribution center**

  Scheduled to open July 2026. Automated distribution space depends on reliable electrical service and dock-area paving, and a building this size needs recurring floor care, cleaning and parking lot maintenance.

- [ ] **Joby Aviation Dayton-area production facility**

  Acquired; operations starting 2026. Converting a large existing plant to aircraft production means electrical and mechanical upgrades for new lines, then large-floor cleaning and facility maintenance once operations ramp.

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

  72% of the 338 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: senior living and nursing**

  QCEW counted 27 more senior living and nursing in Dayton-Kettering 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 8 more warehousing and distribution in Dayton-Kettering than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 7 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 Montgomery County, which holds 69% 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 Kettering Health and Miami Valley Hospital (Premier Health) 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: think Dayton building at onMain.
- [ ] 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 Dayton 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, Dayton-Kettering-Beavercreek, 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 Dayton-Springfield-Sidney 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 Dayton skyline along the river, by Michael Bowman 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 Dayton

Territory
Check whether your trade is open in Dayton

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Columbus

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