Market report · Des Moines-West Des Moines, IA

The State of Outbound Sales in Des Moines, 2026

How outbound selling looks across the Des Moines-West Des Moines, IA 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.

1,840

business sites with 20+ people across the categories trades sell to, #77 of our 100 metros

3.6

buyer sites per commercial landscaping contractor, #49 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 Des Moines

1

Biggest buyer pool

Restaurants: 481 sites

with 20 or more people, the largest buyer category in Des Moines-West Des Moines, ahead of retail stores (444).

2

Where the metro leans

Colleges and universities: 1.65x the U.S. mix

Also over-represented: wholesale distributors (1.53x) and commercial property managers (1.53x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #49 of 100 markets

3.6 buyer sites with 20+ people for each of 280 local commercial landscaping contractors. The most crowded is paving & asphalt, #91 of 94.

4

Biggest reason to call

Des Moines International Airport new terminal, $557 million

Under construction; opening January 2027. One of 3 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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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 Des Moines-West Des Moines

1,840 business sites in Des Moines-West Des Moines have 20 or more people on site in the categories commercial trades sell to. That ranks #77 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 Des Moines-West Des Moines, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**481**	1,525	0.95x	+10
Retail stores	**444**	2,187	0.97x	+6
Wholesale distributors	**213**	958	1.53x	+1
Medical, dental and outpatient offices	**176**	1,438	0.92x	+40
Manufacturing plants	**154**	458	0.75x	-14
Senior living and nursing	**79**	150	1.05x	+5
Bank and credit union offices	**73**	449	1.44x	-1
Grocery stores	**68**	209	0.64x	+11
Hotels	**61**	143	1.01x	0
Trucking companies	**50**	369	0.88x	-19

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.

Des Moines-West Des Moines leans toward colleges and universities (1.65x), wholesale distributors (1.53x) and commercial property managers (1.53x). 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 (0.56x) and grocery stores (0.64x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: medical, dental and outpatient offices (+40), apartment and residential property managers (+26) and grocery stores (+11). New sites have no incumbent vendor yet.

The metro

Des Moines-West Des Moines, IA: 6 counties in this report's counts.

Polk County, Dallas County and Warren County hold 92% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Des Moines-West Des Moines

COUNTY	SITES WITH 20+	SHARE OF METRO
Polk County START HERE	**1,450**	79%
Dallas County	**204**	11%
Warren County	**46**	3%
Jasper County	**33**	2%
Guthrie County	**12**	1%
Madison County	**4**	0%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 91 of the metro's 1,840 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Des Moines

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 Des Moines figure is ranked against the other markets we track.

How Des Moines 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	**#49 of 100**	3.6	280	-7
Commercial Cleaning & Janitorial	**#55 of 100**	3.7	186	-7
Fire Protection	**#59 of 96**	39	24	+2
Commercial HVAC & Mechanical	**#72 of 100**	8.3	68	-11
Commercial Construction	**#79 of 100**	3.2	164	-4
Commercial Electrical	**#80 of 100**	8.0	106	-1
Managed Service Providers	**#89 of 100**	1.5	716	-9
Commercial Roofing	**#80 of 89**	43	22	+1
Commercial Flooring	**#65 of 68**	39	14	+1
Commercial Painting & Coatings	**#83 of 86**	36	27	+4
Paving & Asphalt	**#91 of 94**	24	42	+6

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 (#49), commercial cleaning & janitorial (#55) and fire protection (#59) rank best in Des Moines. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Paving & asphalt is the most crowded trade here, #91 of 94: 24 buyer sites for each of 42 local paving contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-11) and managed service providers (-9) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Paving & asphalt (+6) and commercial painting & coatings (+4) added them.

Open programs

Our availability workbook does not cover Des Moines 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

3 named, sourced projects and 7 anchor owners in Des Moines-West Des Moines. 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 · $557 million

Des Moines International Airport new terminal

Under construction; opening January 2027

A new terminal at Des Moines International Airport opening in January 2027 with six new gates, with more gates phased in through 2030 for a total of 19.

> Final 2026 months concentrate electrical, flooring and finish work, and the later gate phases in 2027, 2028 and 2030 bring more construction plus a much larger terminal to clean and maintain.

electrical · HVAC · flooring · cleaning · paving

Business Record, 2026-02-06

02 · $210 million

Microsoft sixth West Des Moines data center campus (Project Ruthenium)

Construction starting 2026

Microsoft's sixth data center campus in West Des Moines, at Veterans Parkway and Woodland Avenue on the Madison County side of the city, with a 245,000-square-foot first building and room for up to four.

> Each data center building is a large electrical and mechanical cooling job, and Microsoft typically builds three to four buildings per campus over several years, so this is repeat work.

electrical · HVAC · fire protection · paving

WPR, 2025-05-15

03 · $32.7 million

Des Moines Christian High School

Permitted

A 133,670-square-foot high school near Northwest 42nd Avenue and 136th Street in Urbandale, permitted in November 2025 along with a separate $6 million early education center.

> A new high school this size needs roofing, mechanical, electrical and parking lot work during construction, then ongoing custodial and grounds contracts.

construction · HVAC · roofing · paving · cleaning

Business Record, 2026-01-07

Projects current as of 2026-09; each source is linked on its card. Values are as reported by the source.

The anchor owners

Health systems, campuses, large employers and industrial parks hold the biggest concentrations of commercial buildings in Des Moines-West Des Moines. One relationship with a facilities team here can cover many buildings.

Health system · Des Moines, Polk County

MercyOne Des Moines Medical Center

MercyOne says its Des Moines Medical Center, founded in 1893, is Iowa's largest medical center with 802 beds available, and MercyOne Central Iowa has more than 7,000 colleagues.

> A large downtown hospital campus plus Central Iowa clinic sites carry steady HVAC, life-safety, cleaning and flooring work.

Health system · Des Moines, Polk County

UnityPoint Health - Iowa Methodist Medical Center

UnityPoint Health says Iowa Methodist was established in 1901 and is one of two Level I Trauma Centers in the State of Iowa.

> A teaching hospital campus that has grown from a single 1901 building needs ongoing

HVAC · fire protection · cleaning · flooring · electrical

MercyOne

mechanical, roofing, painting and life-safety work.

HVAC · roofing · fire protection · painting

UnityPoint Health

Campus · Ankeny, Polk County

Des Moines Area Community College (DMACC)

DMACC's total spring 2025 enrollment stood at 20,788 students, including dual-enrolled high school students, according to Carroll Broadcasting.

> Multiple campuses and career centers around the metro run classrooms, trade labs and parking lots that need cleaning, HVAC and grounds work.

cleaning · HVAC · landscaping · paving

Carroll Broadcasting Company (KCIM)

Major employer · Des Moines, Polk County

Principal Financial Group headquarters

Business Record reports Principal's corporate campus on the northern part of downtown Des Moines includes four office buildings, parking garages and a child development center, and the company also owns the office tower at 801 Grand Ave.

> Downtown office towers and parking garages need janitorial, HVAC, electrical, painting and parking-structure work.

cleaning · HVAC · electrical · painting

Business Record

Major employer · Altoona, Polk County

Meta Altoona Data Center

Meta said its seventh Altoona expansion brings the campus to more than 5 million square feet, its largest operational data center, with more than 400 people working on-site in operations each day.

> Data halls and support buildings this large run heavy electrical, mechanical, fire protection and roofing systems that need service.

electrical · HVAC · fire protection · roofing

Meta Data Centers

Logistics hub · Bondurant, Polk County

Amazon fulfillment center, Bondurant

KCCI reports the 645,000 square-foot fulfillment center, previously called Project Bluejay, will create 1,000 full-time jobs, according to Amazon.

> A large distribution building with truck courts and employee parking needs roofing, paving, electrical and fire sprinkler service.

roofing · paving · electrical · fire protection

KCCI

Industrial park · Des Moines, Polk County

SE Des Moines Industrial Park

The City of Des Moines says the nearly 300-acre site near East Army Post Road and U.S. Highway 65 was certified development-ready by the Iowa Economic Development Authority in April 2025, with Ryan Companies as development partner.

> A certified, industrially zoned site means new buildings to bid on: site work, paving, electrical and building shells for manufacturing and logistics users.

construction · paving · electrical · fire protection

City of Des Moines

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, Des Moines-West Des Moines

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		8
Commercial Electrical		7
Fire Protection		6
Paving & Asphalt		6
Commercial Cleaning & Janitorial		5
Commercial Roofing		4
Commercial Construction		2
Commercial Flooring		2

TRADE	PROJECTS AND OWNERS	
Commercial Painting & Coatings		2
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 Des Moines selling calendar

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

Des Moines by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	0	0	24	61	172	216	128	109	37	10	11	22
Cooling degree days average month	0	0	3	3	65	201	304	242	91	9	0	0
Heating degree days average month	1,359	1,098	840	453	195	28	11	23	101	409	801	1,191
Average high (°F) average month	30	35	48	62	72	81	85	83	76	64	48	35

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 346 hail reports of 1 inch or larger and 444 damaging wind reports across the metro's counties from 2015 to 2024: #14 of 100 markets for hail and #41 for wind. May, June and July carried 65% 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 919 cooling degree days a year (#57 of 97 markets) and 6,509 heating degree days (#17 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 Des Moines, 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 Des Moines program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Des Moines-Ames-West Des Moines territory.

2,194
Commercial Roofing

2,194
Commercial Construction

900
Commercial HVAC & Mechanical

691
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 Des Moines

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

The salary is the smallest part of the decision. About 2,400 people hold the role in the Des Moines-West Des Moines, IA 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 Des Moines 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 Polk County, Dallas County and Warren County**
  92% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 1,840 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Des Moines over-indexes on**
  colleges and universities (1.65x the U.S. mix), wholesale distributors (1.53x the U.S. mix) and commercial property managers (1.53x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  MercyOne Des Moines Medical Center, UnityPoint Health - Iowa Methodist Medical Center, Des Moines Area Community College (DMACC) and Principal Financial Group headquarters.
- [ ] **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 Iowa 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: 481 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: 444 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.

Wholesale distributors: 213 sites here

From our MSP talk track. Orders that cannot stop. Ask what happens to order entry and shipping when systems are down.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.

1. **When order entry or the warehouse system goes down, how long until someone has it back?**
   Distributors lose orders by the hour, so response and recovery time are what they pay for.
2. **Did your last cyber insurance renewal ask about controls you did not have in place?**
   Renewal questionnaires ask about multi-factor sign-in, backups and endpoint protection, and the controller has to answer them.
3. **How many warehouses or branches do you run, and are they on one network?**
   Multi-site distributors need consistent networking and security, which is recurring work an in-house person rarely covers alone.
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.

- [ ] **Des Moines International Airport new terminal**
  Under construction; opening January 2027. Final 2026 months concentrate electrical, flooring and finish work, and the later gate phases in 2027, 2028 and 2030 bring more construction plus a much larger terminal to clean and maintain.
- [ ] **Des Moines Christian High School**
  Permitted. A new high school this size needs roofing, mechanical, electrical and parking lot work during construction, then ongoing custodial and grounds contracts.
- [ ] **Microsoft sixth West Des Moines data center campus (Project Ruthenium)**
  Construction starting 2026. Each data center building is a large electrical and mechanical cooling job, and Microsoft typically builds three to four buildings per campus over several years, so this is repeat work.
- [ ] **Storm season: May, June and July**
  65% of the 790 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

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

  QCEW counted 40 more medical, dental and outpatient offices in Des Moines-West Des Moines than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: apartment and residential property managers**

  QCEW counted 26 more apartment and residential property managers in Des Moines-West Des Moines than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 6 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 Polk County, Dallas County and Warren County, which hold 92% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and wholesale distributors.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to MercyOne Des Moines Medical Center and UnityPoint Health - Iowa Methodist Medical Center at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Iowa 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: des Moines International Airport new terminal.
- [ ] 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 Des Moines 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, Des Moines-West Des Moines, IA.
- 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 Des Moines-Ames-West Des Moines 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 Des Moines buildings, by Niko Vassios 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 Des Moines

Territory
Check whether your trade is open in Des Moines

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Omaha

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