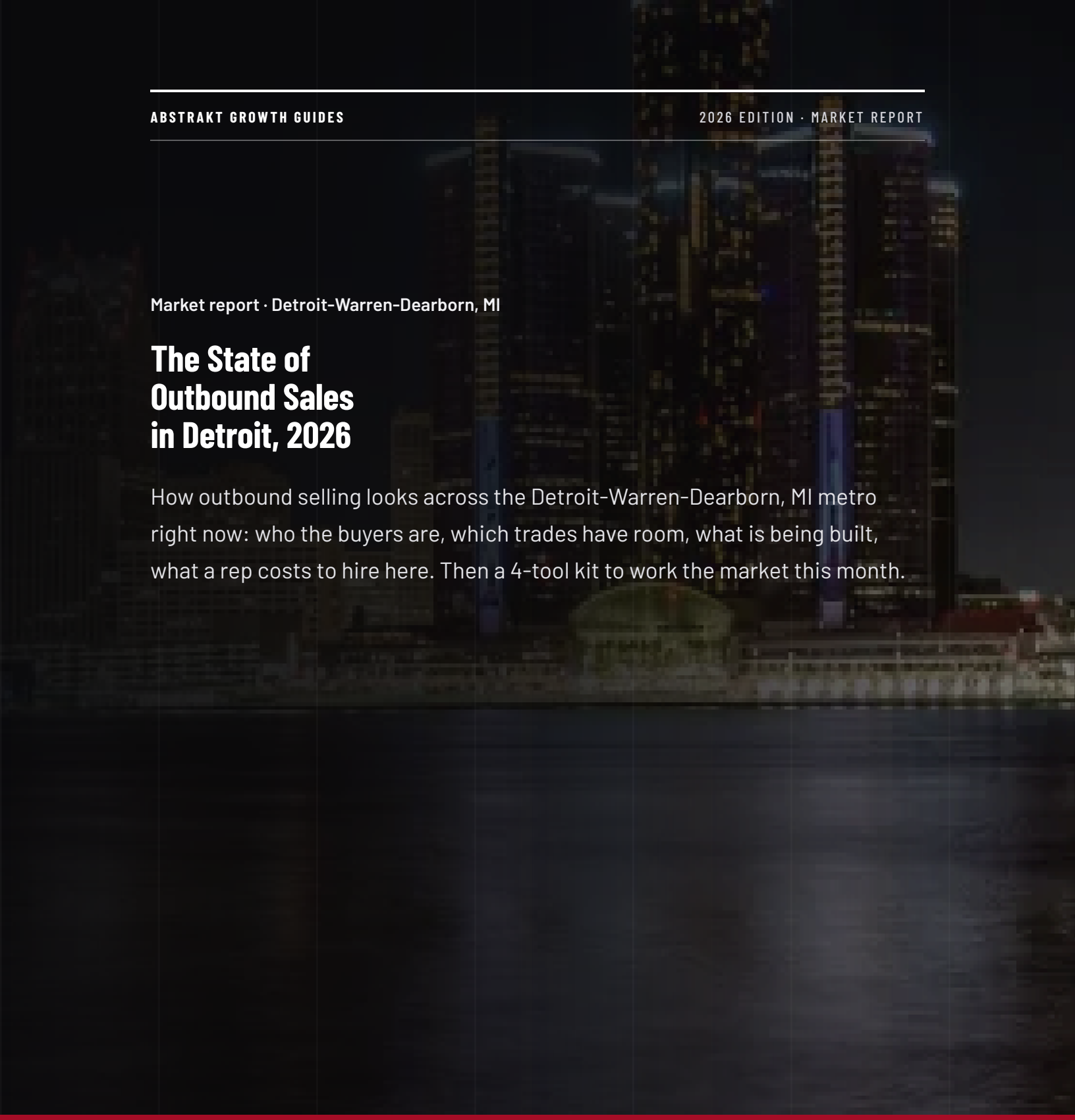


Market report · Detroit-Warren-Dearborn, MI

The State of Outbound Sales in Detroit, 2026

How outbound selling looks across the Detroit-Warren-Dearborn, MI 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.

10,227

business sites with 20+ people across the categories trades sell to, #13 of our 100 metros

6.5

buyer sites per commercial cleaning company, #4 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 Detroit

1

Biggest buyer pool

Restaurants: 2,696 sites

with 20 or more people, the largest buyer category in Detroit-Warren, ahead of retail stores (2,030).

2

Where the metro leans

Grocery stores: 1.79x the U.S. mix

Also over-represented: manufacturing plants (1.74x) and churches and religious organizations (1.70x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Cleaning & Janitorial: #4 of 100 markets

6.5 buyer sites with 20+ people for each of 684 local commercial cleaning companies. The most crowded is commercial landscaping, #75 of 100.

4

Biggest reason to call

Henry Ford Hospital Destination: Grand, $2.2 billion

Under construction (topped out May 2026), completion targeted 2029. 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.

Contents

01 THE MARKET — Who buys in Detroit-Warren

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

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

04 THE CALENDAR — The Detroit selling calendar

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

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

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 Detroit-Warren

10,227 business sites in Detroit-Warren have 20 or more people on site in the categories commercial trades sell to. That ranks #13 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 Detroit-Warren, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**2,696**	8,913	1.31x	+72
Retail stores	**2,030**	14,016	1.44x	-186
Manufacturing plants	**1,697**	5,103	1.74x	-18
Medical, dental and outpatient offices	**1,247**	10,409	1.22x	+187
Wholesale distributors	**935**	4,893	0.91x	-9
Senior living and nursing	**395**	1,407	1.54x	0
Grocery stores	**355**	2,385	1.79x	-12
Trucking companies	**233**	3,041	1.58x	-96
Auto dealerships	**207**	650	1.57x	+7
Bank and credit union offices	**205**	1,993	1.10x	-35

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.

Detroit-Warren leans toward grocery stores (1.79x), manufacturing plants (1.74x) and churches and religious organizations (1.70x). 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 apartment and residential property managers (0.56x) and hosting and data processing companies (0.61x). 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 (+187), restaurants (+72) and hospitals (+24). New sites have no incumbent vendor yet.

The metro

Detroit-Warren-Dearborn, MI: 6 counties in this report's counts.

Oakland County, Wayne County and Macomb County hold 91% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Detroit-Warren

COUNTY	SITES WITH 20+	SHARE OF METRO
Oakland County START HERE	**3,840**	38%
Wayne County	**3,439**	34%
Macomb County	**1,997**	20%
Livingston County	**379**	4%
St. Clair County	**304**	3%
Lapeer County	**147**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 121 of the metro's 10,227 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Detroit

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 Detroit figure is ranked against the other markets we track.

How Detroit 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 Cleaning & Janitorial MOST ROOM	**#4 of 100**	6.5	684	-8
Fire Protection	**#7 of 96**	73	82	+3
Commercial Electrical	**#11 of 100**	14	349	-1
Managed Service Providers	**#13 of 100**	5.3	1,125	-3
Commercial HVAC & Mechanical	**#18 of 100**	13	310	-2
Paving & Asphalt	**#17 of 94**	53	93	+3
Commercial Construction	**#26 of 100**	5.9	566	-16
Commercial Roofing	**#25 of 89**	80	66	+1
Commercial Flooring	**#32 of 68**	74	43	0
Commercial Painting & Coatings	**#58 of 86**	58	95	-2
Commercial Landscaping	**#75 of 100**	3.0	1,670	-8

Sources: U.S. Census Bureau, County Business Patterns 2023 (each trade's own buyer categories, 20+ people); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (contractor establishments and one-year change). Each trade counts different buyers, so compare ranks across trades, not the raw ratios. Ranked among markets with at least 10 contractors in the trade.

Commercial cleaning & janitorial (#4), fire protection (#7) and commercial electrical (#11) rank best in Detroit. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #75 of 100: 3.0 buyer sites for each of 1,670 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial construction (-16) and commercial cleaning & janitorial (-8) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Fire protection (+3) and paving & asphalt (+3) added them.

Open programs

Our availability workbook does not cover Detroit 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 Detroit-Warren. 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 · $2.2 billion

Henry Ford Hospital Destination: Grand

Under construction (topped out May 2026), completion targeted 2029

A 20-story patient tower with 432 private rooms, 28 operating suites and a 75,000 sq ft emergency department, plus a 1,500-space garage and an all-electric central energy hub, on Henry Ford Hospital's West Grand Boulevard campus in Detroit's New Center.

> With steel topped out, the work shifts to mechanical, electrical and fire protection rough-in and the all-electric energy hub, followed by interior finishes, flooring and healthcare cleaning through 2029.

HVAC · electrical · fire protection · flooring · cleaning

Henry Ford Health, 2026-05-14

02 · $440 million

Corewell Health Beaumont Troy Hospital patient tower

Approved; construction start summer 2027, completion 2030

An eight-story, 423,000 sq ft tower with 180 private patient rooms and a new emergency department waiting area at Corewell Health Beaumont Troy Hospital in Troy, Oakland County.

> Construction starts in 2027, so the next year is the window to get on bid lists; hospital towers carry large HVAC, electrical and fire protection packages and later flooring and painting scopes.

HVAC · electrical · fire protection · flooring · painting

Corewell Health, 2026-08-27

03 · $200 million

Wayne State University Health Sciences Research Building

Under construction (steel erection spring 2026), completion early 2028

A five-story, 160,000 sq ft biomedical research building across from the Wayne State School of Medicine in Midtown Detroit, connected to Scott Hall by a 180-foot pedestrian bridge.

> Research labs need heavy ventilation, exhaust and electrical capacity plus fire protection, with lab flooring and specialty cleaning contracts as the building nears its 2028 opening.

HVAC · electrical · fire protection · flooring · cleaning

Wayne State University (Today@Wayne), 2026-04-06

04 · 1 gigawatt

Project Cannoli (Google data center), Van Buren Township

Preliminary site plan approved February 2026; substation approved May 2026; county tax incentives under review

A planned 282-acre Google hyperscale data center in Van Buren Township, Wayne County, with a DTE and ITC substation and switching station on a 9-acre portion of the site.

> If it advances, a 1 gigawatt campus means years of high-voltage electrical, cooling, fire suppression and site paving work; the Wayne County incentive vote is the next signal to watch.

electrical · HVAC · fire protection · paving · construction

Planet Detroit, 2026-05-14

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

Health system · Southfield, Oakland County

Corewell Health

Corewell Health, which runs the former Beaumont hospitals in metro Detroit, reports 21 hospital facilities, 5,000+ licensed beds and 60,000+ team members across Michigan.

Campus · Detroit, Wayne County

Wayne State University

Wikipedia describes Wayne State as Michigan's third-largest university with nearly 24,000 graduate and undergraduate students, on a 203-acre Midtown campus.

Hospital campuses and 300+ ambulatory and outpatient locations each run mechanical systems, roofs, floors and parking that need service.

HVAC · cleaning · fire protection · flooring · roofing

Corewell Health

Classroom, lab, medical school and residence buildings across Midtown need HVAC service, cleaning, roofing and grounds work.

HVAC · cleaning · roofing · landscaping

Wikipedia

Airport · Romulus, Wayne County

Detroit Metropolitan Wayne County Airport (DTW)

Wikipedia lists 33,372,682 passengers at DTW in 2025, sourced to the airport, and says the airport covers 4,850 acres of land.

Two terminals, parking structures, cargo buildings and airfield support facilities need cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · paving · electrical

Wikipedia

Major employer · Dearborn, Wayne County

Ford River Rouge complex

Wikipedia lists a 900-acre landmarked area for the Ford River Rouge complex, built between 1917 and 1928.

Century-old and modern plant buildings, the assembly plant's green roof, and miles of internal roads carry steady roofing, electrical, mechanical and paving work.

roofing · electrical · HVAC · paving · fire protection

Wikipedia

Major employer · Warren, Macomb County

General Motors Global Technical Center

Wikipedia lists the General Motors Technical Center's area as 600 acres, with original buildings built from 1949 to 1956.

A large mid-century engineering and design campus with labs, offices, parking and landscaped grounds needs mechanical, electrical, roofing and landscape service.

HVAC · electrical · roofing · landscaping · cleaning

Industrial park · Romulus, Wayne County

Detroit Region Aerotropolis

Wikipedia says the Aerotropolis around Detroit Metro and Willow Run airports has 6,000 acres of development-ready land between and surrounding the airports.

Distribution centers, fulfillment buildings and manufacturing plants near DTW share needs for roofing, paving, electrical and fire protection.

roofing · paving · electrical · fire protection · construction

Wikipedia

Wikipedia

Public owner · Harrison Township, Macomb County

Selfridge Air National Guard Base

Wikipedia says Selfridge expanded to its present size of 3,600 acres after World War II.

> Hangars, runways, offices and support buildings on a military base are maintained under federal and state procurement.

HVAC · roofing · paving · electrical

Wikipedia

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, Detroit-Warren

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		9
Fire Protection		7
Commercial Cleaning & Janitorial		6
Commercial Roofing		6
Paving & Asphalt		5
Commercial Flooring		4
Commercial Construction		2

TRADE	PROJECTS AND OWNERS	
Commercial Landscaping		2
Commercial Painting & Coatings		1

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

04

Chapter 04 The calendar

The Detroit selling calendar

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

Detroit 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	1	11	22	55	114	227	166	51	17	8	1
Cooling degree days average month	0	0	0	0	38	127	223	184	52	4	0	0
Heating degree days average month	1,276	1,096	934	553	251	42	9	21	109	428	766	1,097
Average high (°F) average month	31	34	44	57	69	79	83	80	74	61	47	36

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 80 hail reports of 1 inch or larger and 593 damaging wind reports across the metro's counties from 2015 to 2024: #46 of 100 markets for hail and #26 for wind. June, July and August carried 75% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 627 cooling degree days a year (#71 of 97 markets) and 6,582 heating degree days (#16 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.

6 months average a high of 60°F or more (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 Detroit, 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 Detroit program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Detroit-Warren-Ann Arbor territory.

12,967
Commercial Roofing

12,967
Commercial Construction

5,624
Commercial HVAC & Mechanical

4,462
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 Detroit

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

The salary is the smallest part of the decision. About 13,130 people hold the role in the Detroit-Warren-Dearborn, MI 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 Detroit 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 Oakland County, Wayne County and Macomb County**
  91% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 10,227 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Detroit over-indexes on**
  grocery stores (1.79x the U.S. mix), manufacturing plants (1.74x the U.S. mix) and churches and religious organizations (1.70x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Corewell Health, Wayne State University, Detroit Metropolitan Wayne County Airport (DTW) and Ford River Rouge complex.
- [ ] **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 Michigan 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: 2,696 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: 2,030 sites here

From our electrical talk track. Lighting cost and fast repair. For chains, decisions often sit in a regional facilities office, so find who owns vendors for your area.

1. **Who handles electrical service for this store, the store, a regional facilities office or a national provider?**
   For chains, decisions often sit outside the store, so this tells you who to call next.
2. **Is a lighting retrofit or remodel planned for this location?**
   Remodels and retrofits are defined projects with budgets.
3. **How fast does your current electrician respond when lights or signs go out?**
   Slow response during business hours is a common reason to add a vendor.

Manufacturing plants: 1,697 sites here

From our cleaning talk track. Audits and shift schedules. Ask which areas the production crew cleans and which they wish someone else did.

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. **Which areas does your production crew clean, and which do you wish someone else handled?**
   Work that pulls operators off the line is the scope a plant manager will pay to hand off.
2. **What shifts do you run, and when could a cleaning crew work without getting in the way?**
   Shift schedules decide staffing, access and whether the job fits your crews.
3. **Do you have customer or safety audits coming up that look at housekeeping?**
   An upcoming audit creates a date and makes high dusting or floor scrubbing an easy yes.
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.

- [ ] **Henry Ford Hospital Destination: Grand**
  Under construction (topped out May 2026), completion targeted 2029. With steel topped out, the work shifts to mechanical, electrical and fire protection rough-in and the all-electric energy hub, followed by interior finishes, flooring and healthcare cleaning through 2029.
- [ ] **Corewell Health Beaumont Troy Hospital patient tower**
  Approved; construction start summer 2027, completion 2030. Construction starts in 2027, so the next year is the window to get on bid lists; hospital towers carry large HVAC, electrical and fire protection packages and later flooring and painting scopes.

- [ ] **Wayne State University Health Sciences Research Building**

  Under construction (steel erection spring 2026), completion early 2028. Research labs need heavy ventilation, exhaust and electrical capacity plus fire protection, with lab flooring and specialty cleaning contracts as the building nears its 2028 opening.

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

  75% of the 673 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 72 more restaurants in Detroit-Warren than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Project Cannoli (Google data center), Van Buren Township**

  Preliminary site plan approved February 2026; substation approved May 2026; county tax incentives under review. If it advances, a 1 gigawatt campus means years of high-voltage electrical, cooling, fire suppression and site paving work; the Wayne County incentive vote is the next signal to watch.

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

  QCEW counted 187 more medical, dental and outpatient offices in Detroit-Warren 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 Oakland County, Wayne County and Macomb County, which hold 91% 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 Corewell Health and Wayne State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Michigan 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: henry Ford Hospital Destination: Grand.
- [ ] 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 Detroit 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, Detroit-Warren-Dearborn, MI.
- 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 Detroit-Warren-Ann Arbor 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: Detroit skyline across the Detroit River at night, by William Duggan on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

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