Market report · Grand Rapids-Wyoming-Kentwood, MI

The State of Outbound Sales in Grand Rapids, 2026

How outbound selling looks across the Grand Rapids-Wyoming-Kentwood, 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.

3,490
business sites with 20+ people across the categories trades sell to, #45 of our 100 metros

160
buyer sites per fire protection contractor, #1 of 96 markets: the best rank of any trade here

Sites: U.S. Census Bureau, County Business Patterns 2023; rank among the 100 metros on our market pages. Room: U.S. Census Bureau, County Business Patterns 2023 sites per contractor in U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1, among markets with at least 10 contractors.

Executive summary Read this if nothing else

5 things to know about outbound sales in Grand Rapids

1

Biggest buyer pool

Manufacturing plants: 840 sites

with 20 or more people, the largest buyer category in Grand Rapids-Wyoming, ahead of restaurants (780).

2

Where the metro leans

Churches and religious organizations: 2.75x the U.S. mix

Also over-represented: manufacturing plants (2.33x) and golf courses and country clubs (2.08x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Fire Protection: #1 of 96 markets

160 buyer sites with 20+ people for each of 13 local fire protection contractors. The most crowded is commercial painting & coatings, #52 of 86.

4

Biggest reason to call

Amway Stadium, $175 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

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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 Grand Rapids-Wyoming

3,490 business sites in Grand Rapids-Wyoming have 20 or more people on site in the categories commercial trades sell to. That ranks #45 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 Grand Rapids-Wyoming, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Manufacturing plants LARGEST POOL	**840**	1,913	2.33x	-22
Restaurants	**780**	2,041	1.14x	+26
Retail stores	**615**	3,428	1.22x	-4
Wholesale distributors	**372**	1,532	0.95x	-11
Medical, dental and outpatient offices	**323**	1,959	0.87x	+23
Senior living and nursing	**127**	317	0.88x	+10
Grocery stores	**105**	451	1.26x	-4
Churches and religious organizations	**92**	934	2.75x	-3
Trucking companies	**89**	487	1.11x	-4
Bank and credit union offices	**68**	568	1.08x	-10

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.

Grand Rapids-Wyoming leans toward churches and religious organizations (2.75x), manufacturing plants (2.33x) and golf courses and country clubs (2.08x). 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.

Growing fastest over the past year, by establishment count: restaurants (+26), medical, dental and outpatient offices (+23) and senior living and nursing (+10). New sites have no incumbent vendor yet.

The metro

Grand Rapids-Wyoming-Kentwood, MI: 5 counties in this report's counts.

Kent County, Ottawa County and Montcalm County hold 93% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Grand Rapids-Wyoming

COUNTY	SITES WITH 20+	SHARE OF METRO
Kent County START HERE	**2,377**	68%
Ottawa County	**785**	22%
Montcalm County	**101**	3%
Ionia County	**79**	2%
Barry County	**69**	2%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 79 of the metro's 3,490 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Grand Rapids

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 Grand Rapids figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Fire Protection MOST ROOM	**#1 of 96**	160	13	+1
Commercial Electrical	**#2 of 100**	18	100	+3
Commercial Cleaning & Janitorial	**#3 of 100**	7.2	225	-3
Commercial HVAC & Mechanical	**#3 of 100**	18	84	+5
Managed Service Providers	**#4 of 100**	11	212	+4
Commercial Construction	**#11 of 100**	7.9	176	-8
Commercial Roofing	**#11 of 89**	97	20	+1
Paving & Asphalt	**#20 of 94**	52	28	+4
Commercial Flooring	**#33 of 68**	72	12	-1
Commercial Landscaping	**#55 of 100**	3.5	425	+17
Commercial Painting & Coatings	**#52 of 86**	61	32	0

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

Fire protection (#1), commercial electrical (#2) and commercial cleaning & janitorial (#3) rank best in Grand Rapids. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial painting & coatings is the most crowded trade here, #52 of 86: 61 buyer sites for each of 32 local commercial painting contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial construction (-8) and commercial cleaning & janitorial (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+17) and commercial HVAC & mechanical (+5) added them.

Open programs

Our availability workbook does not cover Grand Rapids 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 6 anchor owners in Grand Rapids-Wyoming. 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 · $175 million

Amway Stadium

Under construction

An 8,500-seat soccer stadium on the downtown Grand Rapids riverfront, topped out in May 2026 and scheduled to open in spring 2027, with a $6 million pedestrian bridge over Lake Michigan Drive.

> With the steel topped out, the remaining work is electrical, mechanical, painting and site work ahead of a spring 2027 opening, followed by event-day cleaning and grounds contracts for more than 60 events a year.

electrical · HVAC · painting · cleaning · landscaping

FOX 17 West Michigan, 2026-05-29

02 · $650 million

fairlife Coopersville plant expansion

Broke ground August 2026

An expansion of fairlife's dairy plant in Coopersville, Ottawa County, adding two high-speed production lines and about 200 jobs, supported by a $17 million state grant for regional water system improvements.

> Food processing lines need sanitary mechanical, refrigeration and heavy electrical work, plus fire protection and truck-court paving, and the city water upgrades add separate public works packages.

HVAC · electrical · fire protection · paving · cleaning

Michigan Economic Development Corporation, 2026-08-05

03 · $1.34 billion

Corewell Health Butterworth Hospital tower

Announced; construction to start summer 2027

A new 11-story, 780,000-square-foot hospital tower with a new emergency department and 180 private patient rooms on the Butterworth Hospital campus at Michigan Street and Barclay Avenue, due in 2030.

> Construction begins in summer 2027, so 2026 and early 2027 are the time to get on bid lists for the mechanical, electrical, fire protection and interior finish packages that run through 2030.

HVAC · electrical · fire protection · flooring · painting

CBS News Detroit, 2026-08-27

04 · $184 million

Acrisure Amphitheater

Opened May 2026

An outdoor amphitheater on 10 acres along the Grand River in downtown Grand Rapids that opened May 15, 2026.

> Construction is done, so the work now is recurring: post-event cleaning, landscape and hardscape upkeep, and electrical and stage-system service across each season.

cleaning · landscaping · electrical

Experience Grand Rapids, 2026-09-29

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 Grand Rapids-Wyoming. One relationship with a facilities team here can cover many buildings.

Health system · Grand Rapids, Kent County

Corewell Health

Corewell Health lists 60,000+ team members, 21 hospital facilities, 300+ ambulatory and outpatient locations and 5,000+ licensed beds across its Michigan system.

> The Grand Rapids-headquartered system runs Butterworth Hospital, Helen DeVos Children's

Campus · Allendale, Ottawa County

Grand Valley State University

Grand Valley says it serves more than 22,000 students across eight colleges and six schools.

> The Allendale campus and the downtown Grand Rapids campus on the Medical Mile run classroom, lab and housing buildings with large parking lots and grounds.

> Hospital and the Medical Mile campus plus outpatient sites across West Michigan, all with central plants, sprinklers and patient floors to maintain.

HVAC · fire protection · cleaning · flooring · electrical

Corewell Health

cleaning · HVAC · landscaping · paving · flooring

Grand Valley State University

Airport · Cascade Township, Kent County

Gerald R. Ford International Airport (GRR)

The airport says it connects more than three million passengers a year and contributes over $3 billion annually in economic activity in West Michigan.

> The terminal, parking structures, surface lots and airfield support buildings need HVAC, cleaning, electrical and pavement work.

cleaning · HVAC · paving · electrical

Gerald R. Ford International Airport

Major employer · Zeeland, Ottawa County

Gentex Corporation

Lakeshore Advantage ranks Gentex No. 1 on its 2025 list of the largest manufacturing employers in Allegan and Ottawa counties, with its largest facility in the City of Zeeland (data as of December 2024).

> Automotive mirror and electronics manufacturing in Zeeland depends on HVAC, electrical and fire protection systems, along with plant roofs and parking.

HVAC · electrical · fire protection · roofing

Lakeshore Advantage

Major employer · Zeeland, Ottawa County

MillerKnoll

Lakeshore Advantage ranks MillerKnoll No. 2 on its 2025 list of the largest manufacturing employers in Allegan and Ottawa counties, with its largest facility in the City of Zeeland (data as of December 2024).

> Furniture plants, warehouses and design offices around Zeeland and Holland need roofing, lighting, dock paving and sprinkler work.

roofing · electrical · paving · fire protection

Industrial park · Wyoming, Kent County

Site 36 (former GM stamping plant)

Site Selection Magazine reported in January 2025 that the 75-acre former GM site is drawing Benteler Automotive, Corewell Health and GeLock, with over $200 million in investment and around 400 jobs.

> New industrial and distribution buildings on a redeveloped plant site will need roofing, paving, electrical and fire protection as tenants fit out and operate.

construction · roofing · paving · electrical

Lakeshore Advantage

fire protection

Site Selection Magazine

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, Grand Rapids-Wyoming

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		9
Commercial HVAC & Mechanical		7
Fire Protection		6
Commercial Cleaning & Janitorial		6
Paving & Asphalt		5
Commercial Roofing		3
Commercial Flooring		3
Commercial Landscaping		3
Commercial Painting & Coatings		2
Commercial Construction		1

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

04

Chapter 04 The calendar

The Grand Rapids selling calendar

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

Grand Rapids 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	0	20	11	28	40	41	14	3	5	0
Cooling degree days average month	0	0	0	0	37	118	201	164	38	2	0	0
Heating degree days average month	1,288	1,113	947	567	269	54	15	33	134	462	789	1,114
Average high (°F) average month	31	33	44	57	69	79	83	80	73	60	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 29 hail reports of 1 inch or larger and 133 damaging wind reports across the metro's counties from 2015 to 2024: #67 of 100 markets for hail and #68 for wind. June, July and August carried 67% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 560 cooling degree days a year (#79 of 97 markets) and 6,784 heating degree days (#11 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 Grand Rapids, 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 Grand Rapids program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Grand Rapids-Wyoming-Muskegon territory.

3,800
Commercial Roofing

3,800
Commercial Construction

1,763
Commercial HVAC & Mechanical

1,438
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 Grand Rapids

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

The salary is the smallest part of the decision. About 3,210 people hold the role in the Grand Rapids-Wyoming-Kentwood, 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 Grand Rapids 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 Kent County, Ottawa County and Montcalm County**
  93% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 3,490 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Grand Rapids over-indexes on**
  churches and religious organizations (2.75x the U.S. mix), manufacturing plants (2.33x the U.S. mix) and golf courses and country clubs (2.08x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Corewell Health, Grand Valley State University, Gerald R. Ford International Airport (GRR) and Gentex Corporation.
- [ ] **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.

Manufacturing plants: 840 sites here

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

1. **Who owns the fire protection relationship here, facilities, maintenance or the EHS manager?**
   The safety manager often owns it rather than facilities, so this tells you who to meet.
2. **Has your insurer's loss-control visit produced any recommendations?**
   Insurer recommendations create deadlines and defined scope.
3. **Do you have special-hazard suppression on any processes, and who services it?**
   Special-hazard systems need specialized service and are often a separate opportunity.

Restaurants: 780 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: 615 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.

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. **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.
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.

- [ ] **Amway Stadium**
  Under construction. With the steel topped out, the remaining work is electrical, mechanical, painting and site work ahead of a spring 2027 opening, followed by event-day cleaning and grounds contracts for more than 60 events a year.
- [ ] **fairlife Coopersville plant expansion**
  Broke ground August 2026. Food processing lines need sanitary mechanical, refrigeration and heavy electrical work, plus fire protection and truck-court paving, and the city water upgrades add separate public works packages.
- [ ] **Corewell Health Butterworth Hospital tower**
  Announced; construction to start summer 2027. Construction begins in summer 2027, so 2026 and early 2027 are the time to get on bid lists for the mechanical, electrical, fire protection and interior finish packages that run through 2030.
- [ ] **Acrisure Amphitheater**
  Opened May 2026. Construction is done, so the work now is recurring: post-event cleaning, landscape and hardscape upkeep, and electrical and stage-system service across each season.

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

  67% of the 162 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 23 more medical, dental and outpatient offices in Grand Rapids-Wyoming than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 26 more restaurants in Grand Rapids-Wyoming 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 Kent County, Ottawa County and Montcalm County, which hold 93% of the larger business sites.
- [ ] Pull the sites with 20 or more people in manufacturing plants, restaurants and retail stores.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Corewell Health and Grand Valley 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: amway Stadium.
- [ ] 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 Grand Rapids 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, Grand Rapids-Wyoming-Kentwood, 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 Grand Rapids-Wyoming-Muskegon 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: Grand Rapids skyline and bridge over the Grand River, by Ad Telic 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 Grand Rapids

Territory
Check whether your trade is open in Grand Rapids

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Saginaw

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