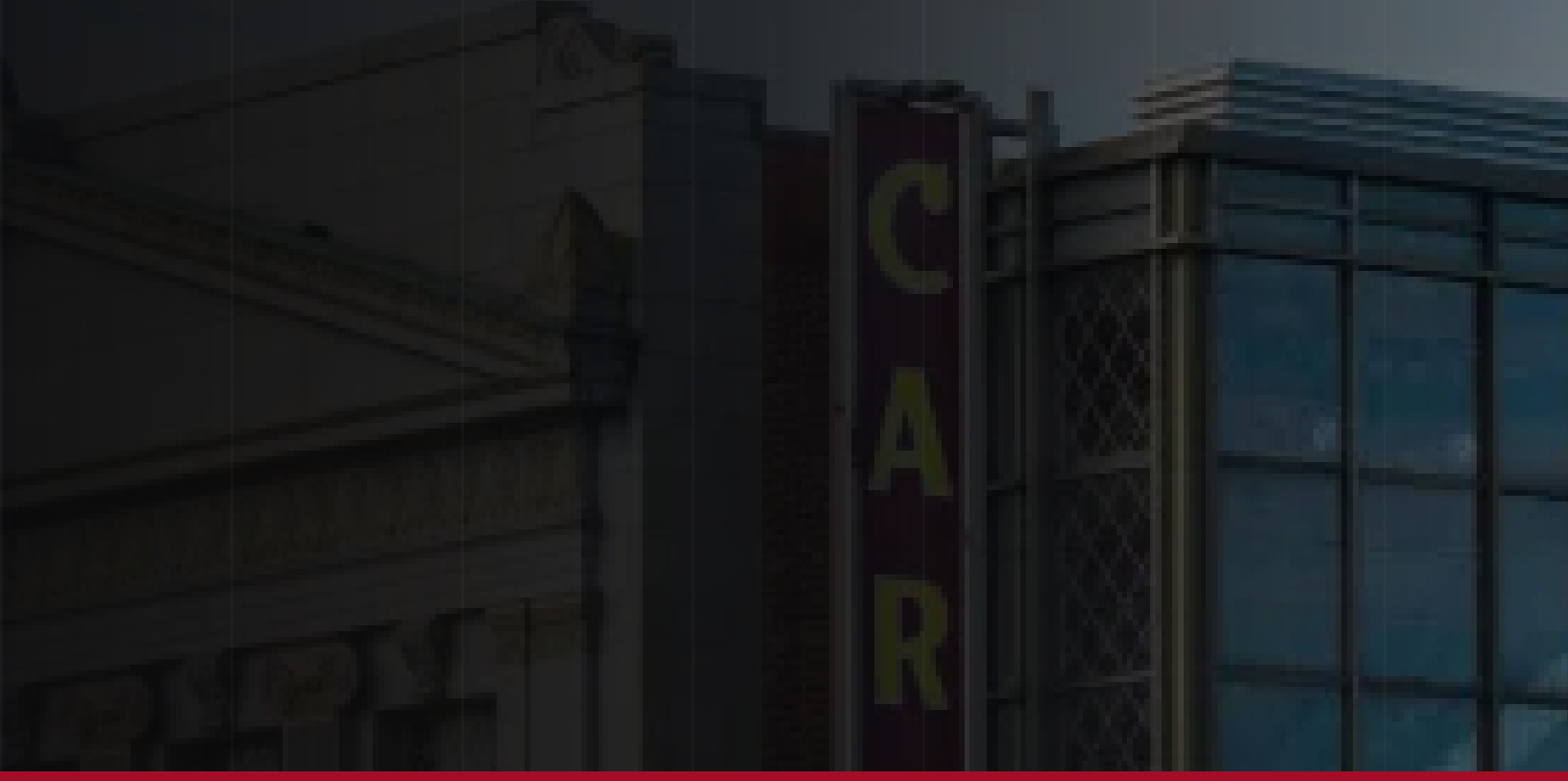
Market report · Greensboro-High Point, NC

# The State of Outbound Sales in Greensboro, 2026

How outbound selling looks across the Greensboro-High Point, NC 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.



**2,183**

business sites with 20+ people across the categories trades sell to, #59 of our 100 metros

**79**

buyer sites per fire protection contractor, #4 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 Greensboro

1

**Biggest buyer pool**

### Restaurants: 589 sites

with 20 or more people, the largest buyer category in Greensboro-High Point, ahead of retail stores (401).

2

**Where the metro leans**

### Hospitals: 2.74x the U.S. mix

Also over-represented: auto dealerships (1.74x) and apartment and residential property managers (1.66x). Trades that serve these buyers have more of them here than the national average suggests.

3

**Most room**

### Fire Protection: #4 of 96 markets

79 buyer sites with 20+ people for each of 17 local fire protection contractors. The most crowded is paving & asphalt, #73 of 94.

4

**Biggest reason to call**

### JetZero aircraft manufacturing campus, $4.7 billion

Broke ground June 2026. 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 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 Greensboro-High Point

2,183 business sites in Greensboro-High Point have 20 or more people on site in the categories commercial trades sell to. That ranks #59 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 Greensboro-High Point, top 10 categories**

| CATEGORY | SITES WITH 20+ | ALL SITES | VS. U.S. MIX | 1-YR CHANGE |
|---|---|---|---|---|
| **Restaurants** LARGEST POOL | **589** | 1,581 | 1.21x | +74 |
| Retail stores | **401** | 2,563 | 1.40x | +90 |
| Manufacturing plants | **389** | 900 | 1.41x | +24 |
| Wholesale distributors | **232** | 1,243 | 1.39x | +94 |
| Medical, dental and outpatient offices | **220** | 1,191 | 0.98x | +124 |
| Grocery stores | **83** | 324 | 0.92x | +9 |
| Senior living and nursing | **81** | 186 | 1.13x | +10 |
| Churches and religious organizations | **50** | 676 | 0.63x | +4 |
| Hotels | **48** | 147 | 1.38x | +3 |
| Trucking companies | **46** | 411 | 1.46x | +31 |

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.

Greensboro-High Point leans toward hospitals (2.74x), auto dealerships (1.74x) and apartment and residential property managers (1.66x). 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 (0.63x). 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 (+124), wholesale distributors (+94) and retail stores (+90). New sites have no incumbent vendor yet.

**The metro**

Greensboro-High Point, NC: 3 counties in this report's counts.

Guilford County holds 78% of the larger business sites, so most programs start there.

## Where the sites are

**Business sites with 20+ people, by county, Greensboro-High Point**

| COUNTY | SITES WITH 20+ | SHARE OF METRO |
|---|---|---|
| **Guilford County** START HERE | **1,701** | 78% |
| Randolph County | **307** | 14% |
| Rockingham County | **141** | 6% |

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 34 of the metro's 2,183 sites are not assigned to a county.

02

Chapter 02 The competition

## Which trades have the most room in Greensboro

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 Greensboro figure is ranked against the other markets we track.

**How Greensboro 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 | **#4 of 96** | 79 | 17 | +1 |
| Commercial Construction | **#8 of 100** | 8.2 | 91 | +3 |
| Commercial HVAC & Mechanical | **#14 of 100** | 13 | 63 | -2 |
| Managed Service Providers | **#22 of 100** | 4.2 | 296 | +10 |
| Commercial Painting & Coatings | **#23 of 86** | 81 | 15 | +1 |
| Commercial Cleaning & Janitorial | **#43 of 100** | 4.0 | 224 | +9 |
| Commercial Roofing | **#45 of 89** | 66 | 18 | +1 |
| Commercial Electrical | **#52 of 100** | 10 | 99 | +14 |
| Commercial Landscaping | **#54 of 100** | 3.5 | 298 | +12 |
| Paving & Asphalt | **#73 of 94** | 33 | 31 | 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 (#4), commercial construction (#8) and commercial HVAC & mechanical (#14) rank best in Greensboro. 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, #73 of 94: 33 buyer sites for each of 31 local paving contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-2) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial electrical (+14) and commercial landscaping (+12) added them.

Not ranked here: commercial flooring (8 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 Greensboro 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 6 anchor owners in Greensboro-High Point. 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 · $4.7 billion

### JetZero aircraft manufacturing campus

**Broke ground June 2026**

A commercial airplane manufacturing facility and composite structures research center at Piedmont Triad International Airport in Greensboro, with a commitment of 14,500 jobs, the largest in North Carolina history by job count.

> Site preparation comes first, so paving and site utility work lead, followed by years of electrical, mechanical and fire protection work on large production buildings, then facility service contracts for a very large workforce.

paving · electrical · HVAC · fire protection · cleaning

**Office of Governor Josh Stein, 2026-06-15**

02 · $300 million

### Piedmont Triad International Airport terminal modernization

**Bond financing approved**

Guilford County commissioners approved up to $300 million in airport revenue bonds on September 3, 2026 to renovate PTI's 1982 terminal and concourses, including the ticket lobby, TSA screening, baggage claim, concessions, windows and heating systems.

> Renovating an operating terminal means phased mechanical replacement, electrical, flooring and painting work done around live operations, and the bond increase was driven by high bid prices, which points to bidding soon.

HVAC · electrical · flooring · painting · construction

**Rhino Times, 2026-09-09**

03 · Over $51 million

### Erwin Montessori Elementary School rebuild

**Broke ground September 2026**

Guilford County Schools is rebuilding Erwin Montessori Elementary, destroyed by a 2018 tornado, on the former Archer Elementary campus on Four Seasons Boulevard in Greensboro, opening August 2027.

> A school due to open in under a year compresses roofing, mechanical, electrical and finish work into 2026 and 2027, and it is one of several bond-funded Guilford County school builds now in construction.

construction · HVAC · electrical · roofing · flooring

**FOX8 WGHP via AOL, 2026-09-02**

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 Greensboro-High Point. One relationship with a facilities team here can cover many buildings.

**Health system · Greensboro, Guilford County**

### Cone Health

Wikipedia, citing the City of Greensboro's financial report for the fiscal year ended June 30, 2025, lists Cone Health as the city's largest employer with 13,000 employees.

> Cone Health runs Moses Cone Hospital, Wesley Long Hospital and a behavioral health hospital

**Campus · Greensboro, Guilford County**

### North Carolina A&T State University

Wikipedia, citing N.C. A&T's enrollment dashboard, gives the university 15,275 students in fall 2025.

> The largest historically black university in the country by its own description, with classroom,

> in Greensboro plus Annie Penn Hospital in Reidsville, all with central plants, life-safety systems and cleaning needs.

HVAC · fire protection · cleaning · electrical

**Wikipedia**

> research, residence and athletic buildings plus parking and grounds.

HVAC · roofing · landscaping · flooring

**Wikipedia**

**Major employer · Liberty, Randolph County**

### Toyota Battery Manufacturing North Carolina

Toyota lists the Liberty battery plant at 7 million square feet on 1,850 acres.

> A new battery manufacturing complex on the Greensboro-Randolph site with very large roofs, plant electrical and process systems, paved lots and grounds.

electrical · roofing · HVAC · paving · fire protection

**Toyota USA Newsroom**

**Major employer · Greensboro, Guilford County**

### Volvo Group

Wikipedia, citing the City of Greensboro's FY2025 financial report, lists Volvo Group with 3,037 employees in the city.

> Corporate office and operations buildings in Greensboro with parking, grounds and building systems that need routine service.

cleaning · HVAC · landscaping · paving

**Wikipedia**

**Logistics hub · Piedmont Triad International Airport, Guilford County**

### FedEx Express Mid-Atlantic Hub

AviationPros reported in 2018 that hiring would bring total employment at the FedEx Mid-Atlantic Hub at PTI to more than 800 workers.

> An air cargo sort hub on airport land with large sort buildings, ramps, conveyors and heavy pavement.

paving · electrical · HVAC · roofing

**AviationPros**

**Public owner · Greensboro, Guilford County**

### Guilford County Schools

Wikipedia, citing the City of Greensboro's FY2025 financial report, lists Guilford County Schools with 10,667 employees.

> A large public school district with school buildings, gyms, kitchens, fields and parking lots maintained and replaced through public bids.

HVAC · roofing · flooring · paving

**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, Greensboro-High Point

| TRADE | PROJECTS AND OWNERS | |
|---|---|---|
| Commercial HVAC & Mechanical |  | 9 |
| Commercial Electrical |  | 6 |
| Commercial Roofing |  | 5 |
| Paving & Asphalt |  | 5 |
| Commercial Flooring |  | 4 |
| Fire Protection |  | 3 |
| Commercial Cleaning & Janitorial |  | 3 |
| Commercial Construction |  | 2 |
| 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 Greensboro selling calendar

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

## Greensboro 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 | 12 | 9 | 9 | 49 | 138 | 90 | 114 | 88 | 27 | 19 | 0 | 4 |
| **Cooling degree days** average month | 1 | 0 | 9 | 14 | 118 | 291 | 414 | 367 | 177 | 29 | 1 | 1 |
| **Heating degree days** average month | 786 | 621 | 479 | 200 | 61 | 1 | 0 | 0 | 16 | 196 | 471 | 700 |
| **Average high (°F)** average month | 50 | 54 | 62 | 71 | 78 | 85 | 89 | 87 | 81 | 72 | 61 | 53 |

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 66 hail reports of 1 inch or larger and 493 damaging wind reports across the metro's counties from 2015 to 2024: #50 of 100 markets for hail and #35 for wind. May, June and July carried 61% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,423 cooling degree days a year (#37 of 97 markets) and 3,531 heating degree days (#55 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.

9 months average a high of 60°F or more (March, April, May, June, July, August, September, October and November). 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 Greensboro, 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 Greensboro program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Greensboro—Winston-Salem—High Point territory.

**4,411**
Commercial Roofing

**4,411**
Commercial Construction

**1,938**
Commercial HVAC & Mechanical

**1,466**
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 Greensboro

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

The salary is the smallest part of the decision. About 2,880 people hold the role in the Greensboro-High Point, NC 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 Greensboro 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 Guilford County**
  78% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 2,183 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Greensboro over-indexes on**
  hospitals (2.74x the U.S. mix), auto dealerships (1.74x the U.S. mix) and apartment and residential property managers (1.66x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Cone Health, North Carolina A&T State University, Toyota Battery Manufacturing North Carolina and Volvo Group.
- [ ] **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 North Carolina 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: 589 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: 401 sites here

*From our painting talk track. Night work that does not close the store. Chains often run repaints as multi-site programs from regional facilities.*

1. **Is painting bought store by store or through a regional or national remodel program?**
   Program work needs a different contact and often a vendor registration process.
2. **Can the work be done overnight without closing the store?**
   Night work capability is often the deciding factor for retail painting.
3. **Are remodels, brand refreshes or new stores planned in this area?**
   Planned programs give you a timeline and a defined scope.

### Manufacturing plants: 389 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.

### Any first meeting

*Plain practice that works in every market.*

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

2. **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.
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.

- [ ] **JetZero aircraft manufacturing campus**

  Broke ground June 2026. Site preparation comes first, so paving and site utility work lead, followed by years of electrical, mechanical and fire protection work on large production buildings, then facility service contracts for a very large workforce.

- [ ] **Piedmont Triad International Airport terminal modernization**

  Bond financing approved. Renovating an operating terminal means phased mechanical replacement, electrical, flooring and painting work done around live operations, and the bond increase was driven by high bid prices, which points to bidding soon.

- [ ] **Erwin Montessori Elementary School rebuild**

  Broke ground September 2026. A school due to open in under a year compresses roofing, mechanical, electrical and finish work into 2026 and 2027, and it is one of several bond-funded Guilford County school builds now in construction.

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

  61% of the 559 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.

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

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

- [ ] **New sites: wholesale distributors**

  QCEW counted 94 more wholesale distributors in Greensboro-High Point than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  QCEW counted 124 more medical, dental and outpatient offices in Greensboro-High Point 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 Guilford County, which holds 78% 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 Cone Health and North Carolina A&T State University at the top.

Week 2

### Check the rules, then write the talk track

- [ ] Look up the calling laws for North Carolina 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: jetZero aircraft manufacturing campus.
- [ ] 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 Greensboro 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, Greensboro-High Point, NC.
- 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 Greensboro—Winston-Salem—High Point 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: The Carolina Theatre in downtown Greensboro, by Elijah Mears 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 Greensboro**

**Territory**
**Check whether your trade is open in Greensboro**

**Benchmarks**
**The full sales center benchmarks and method**

**Calculator**
**Run the in-house SDR numbers yourself**

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