Market report · Greenville-Anderson-Greer, SC

# The State of Outbound Sales in Greenville, 2026

How outbound selling looks across the Greenville-Anderson-Greer, SC 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.

**2,428**
business sites with 20+ people across the categories trades sell to, #55 of our 100 metros

**90**
buyer sites per commercial painting contractor, #12 of 86 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 Greenville

1

**Biggest buyer pool**

### Restaurants: 733 sites

with 20 or more people, the largest buyer category in Greenville-Anderson, ahead of retail stores (530).

2

**Where the metro leans**

### Hospitals: 5.06x the U.S. mix

Also over-represented: warehousing and distribution (1.70x) and manufacturing plants (1.67x). Trades that serve these buyers have more of them here than the national average suggests.

3

**Most room**

### Commercial Painting & Coatings: #12 of 86 markets

90 buyer sites with 20+ people for each of 15 local commercial painting contractors. The most crowded is commercial flooring, #66 of 68.

4

**Biggest reason to call**

### Prisma Health Greer Memorial Hospital expansion, $350 million

Under construction. One of 5 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 Greenville-Anderson

2,428 business sites in Greenville-Anderson have 20 or more people on site in the categories commercial trades sell to. That ranks #55 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 Greenville-Anderson, top 10 categories**

| CATEGORY | SITES WITH 20+ | ALL SITES | VS. U.S. MIX | 1-YR CHANGE |
|---|---|---|---|---|
| **Restaurants** LARGEST POOL | **733** | 2,084 | 1.27x | -32 |
| Retail stores | **530** | 3,176 | 1.31x | -67 |
| Manufacturing plants | **374** | 947 | 1.67x | -17 |
| Medical, dental and outpatient offices | **185** | 1,621 | 0.96x | -8 |
| Wholesale distributors | **177** | 1,021 | 0.91x | -74 |
| Grocery stores | **102** | 404 | 1.21x | -9 |
| Senior living and nursing | **94** | 160 | 0.98x | -15 |
| Churches and religious organizations | **91** | 936 | 0.35x | +3 |
| Hotels | **49** | 151 | 1.22x | 0 |
| Trucking companies | **43** | 310 | 0.82x | -25 |

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.

Greenville-Anderson leans toward hospitals (5.06x), warehousing and distribution (1.70x) and manufacturing plants (1.67x). 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 (0.35x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: hospitals (+13) and churches and religious organizations (+3). New sites have no incumbent vendor yet.

**The metro**

Greenville-Anderson-Greer, SC: 4 counties in this report's counts.

Greenville County, Anderson County and Pickens County hold 94% of the larger business sites, so most programs start there.

## Where the sites are

**Business sites with 20+ people, by county, Greenville-Anderson**

| COUNTY | SITES WITH 20+ | SHARE OF METRO |
|---|---|---|
| **Greenville County** START HERE | **1,618** | 67% |
| Anderson County | **433** | 18% |
| Pickens County | **231** | 10% |
| Laurens County | **95** | 4% |

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 51 of the metro's 2,428 sites are not assigned to a county.

02

Chapter 02 The competition

## Which trades have the most room in Greenville

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 Greenville figure is ranked against the other markets we track.

**How Greenville 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 Painting & Coatings** MOST ROOM | **#12 of 86** | 90 | 15 | -5 |
| Fire Protection | **#22 of 96** | 56 | 27 | -5 |
| Commercial Cleaning & Janitorial | **#35 of 100** | 4.3 | 212 | -8 |
| Commercial Electrical | **#37 of 100** | 11 | 101 | +4 |
| Managed Service Providers | **#44 of 100** | 2.9 | 411 | -60 |
| Commercial Construction | **#52 of 100** | 4.6 | 176 | +13 |
| Commercial Landscaping | **#61 of 100** | 3.3 | 361 | +15 |
| Paving & Asphalt | **#58 of 94** | 37 | 31 | +4 |
| Commercial Roofing | **#61 of 89** | 56 | 24 | -1 |
| Commercial HVAC & Mechanical | **#79 of 100** | 7.9 | 105 | +2 |
| Commercial Flooring | **#66 of 68** | 34 | 19 | -3 |

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 painting & coatings (#12), fire protection (#22) and commercial cleaning & janitorial (#35) rank best in Greenville. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial flooring is the most crowded trade here, #66 of 68: 34 buyer sites for each of 19 local commercial flooring contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-60) 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. Commercial landscaping (+15) and commercial construction (+13) added them.

Open programs

Our availability workbook does not cover Greenville 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

5 named, sourced projects and 6 anchor owners in Greenville-Anderson. 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 · $350 million

### Prisma Health Greer Memorial Hospital expansion

Under construction

A three-story, 110,000-square-foot patient tower and renovation that takes Greer Memorial Hospital from 82 to 175 licensed beds, plus a three-story, 100,000-square-foot medical office building on South Buncombe Road in Greer.

> The medical office building runs from early 2026 to mid-2027 and the hospital phases finish in early 2028, so mechanical, electrical and fire protection work stays active for two years, with flooring and painting in the renovated units.

HVAC · electrical · fire protection · flooring · painting

**Greenville Journal, 2025-07-22**

02 · $180 million

### Prisma Health Fountain Inn Medical Park

Under construction

A 50-acre medical campus at 351 McCarter Road in Fountain Inn with a 130,000-square-foot medical office building and a 27,000-square-foot outpatient surgery center, serving southern Greenville County.

> First patients are expected in December 2027, so site paving and building systems come through 2026 and 2027, followed by recurring cleaning and grounds contracts for a large outpatient campus.

HVAC · electrical · paving · cleaning · landscaping

**Greenville Journal, 2026-06-30**

03 · $215.56 million

## Adeptus USA wood products plant

**Announced**

A wood products manufacturing plant at 1205 Hamby Road in Honea Path, Anderson County, reusing a former textile plant and creating 217 jobs.

> Operations are planned for the second quarter of 2027, so retrofitting an older mill building points to roofing, electrical service, sprinkler and mechanical upgrades through the next year.

roofing · electrical · fire protection · HVAC

**South Carolina Public Radio, 2026-09-30**

04 · $130 million

## Greenville Gateway at 250 N. Church St.

**Site work**

A two-tower mixed-use development in downtown Greenville with about 327 residential units, about 8,500 square feet of commercial space and a public plaza.

> Two residential towers moving from site work to vertical construction create long-running mechanical, electrical, fire protection and interior finish scopes, and the plaza adds hardscape and landscaping.

HVAC · electrical · fire protection · painting · landscaping

**Upstate Business Journal, 2025-11-14**

05 · $282 million

## Downtown Greenville City Hall, arena and Main Street projects

**Design approved**

Three downtown Greenville projects cleared by the Design Review Board: a City Hall modernization, a Bon Secours Wellness Arena renovation with a larger plaza and covered terrace, and a five-story mixed-use building on Main Street.

> City Hall work could start early 2027 and finish in late 2028; renovating occupied public buildings means phased electrical, mechanical, glazing-related finish and painting work rather than a single new build.

construction · electrical · HVAC · painting

**FOX Carolina, 2026-06-19**

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 Greenville-Anderson. One relationship with a facilities team here can cover many buildings.

**Health system · Greenville, Greenville County**

### Prisma Health

Greenville Area Development Corporation lists Prisma Health first among Greenville County's major employers, at 10,000+ employees.

> Greenville Memorial's campus on Grove Road plus community hospitals and outpatient sites across the Upstate carry heavy HVAC, life-safety, flooring and cleaning loads.

HVAC · cleaning · fire protection · flooring · electrical

**Greenville Area Development Corporation**

**Health system · Greenville, Greenville County**

### Bon Secours St. Francis Health System

Greenville Area Development Corporation lists Bon Secours St. Francis Health System among Greenville County's major employers with 2,501 - 5,000 employees.

> Hospital campuses and outpatient buildings run mechanical, roofing and fire protection systems that need regular service.

HVAC · roofing · fire protection · cleaning

**Greenville Area Development Corporation**

**Campus · Clemson, Pickens County**

### Clemson University

Clemson says it occupies 1,400 acres and enrolls 29,545 students (24,060 undergraduate and 5,485 graduate).

> A large residential campus with labs, residence halls, athletic venues and parking needs grounds, cleaning, HVAC and paving work year-round.

landscaping · cleaning · HVAC · paving · roofing

**Major employer · Greenville, Greenville County**

### Michelin North America

Greenville Area Development Corporation lists Michelin North America, with headquarters, R&D and radial tire manufacturing in the county, at 5,001 - 10,000 employees.

> Headquarters offices, research facilities and tire plants combine office janitorial and HVAC needs with large industrial roofs, electrical systems and fire protection.

roofing · electrical · fire protection · HVAC

Clemson University

cleaning

Greenville Area Development Corporation

**Major employer · Greenville, Greenville County**

### GE Power, Greenville

Greenville Area Development Corporation lists GE Power, which makes turbines in the county, at 1,001 - 2,500 employees.

> A heavy turbine manufacturing site has large plant roofs, high electrical loads, yard paving and fire protection systems to keep up.

electrical · roofing · fire protection · paving

Greenville Area Development Corporation

**Industrial park · Greenville, Greenville County**

### Clemson University International Center for Automotive Research (CU-ICAR)

CU-ICAR says its 250-acre campus, founded in 2007, has five technology neighborhoods and more than 20 on-campus corporate partners.

> Corporate research buildings, test labs and offices on one campus share needs for HVAC, electrical, cleaning and grounds care.

HVAC · electrical · cleaning · landscaping

Clemson University International Center for Automotive Research

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, Greenville-Anderson**

| TRADE | PROJECTS AND OWNERS | |
|---|---|---|
| Commercial HVAC & Mechanical | | 10 |
| Commercial Electrical | | 9 |
| Fire Protection | | 7 |
| Commercial Cleaning & Janitorial | | 6 |
| Commercial Roofing | | 5 |
| Commercial Landscaping | | 4 |

| TRADE | PROJECTS AND OWNERS | |
|---|---|---|
| Commercial Painting & Coatings | | 3 |
| Paving & Asphalt | | 3 |
| Commercial Flooring | | 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 Greenville selling calendar

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

## Greenville 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 | 9 | 8 | 33 | 48 | 64 | 101 | 85 | 72 | 14 | 8 | 2 | 4 |
| **Cooling degree days** average month | 3 | 1 | 15 | 25 | 145 | 322 | 439 | 399 | 218 | 44 | 3 | 1 |
| **Heating degree days** average month | 704 | 543 | 402 | 160 | 41 | 0 | 0 | 0 | 7 | 150 | 414 | 630 |
| **Average high (°F)** average month | 53 | 57 | 64 | 73 | 80 | 86 | 89 | 88 | 82 | 73 | 63 | 55 |

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 103 hail reports of 1 inch or larger and 345 damaging wind reports across the metro's counties from 2015 to 2024: #37 of 100 markets for hail and #47 for wind. June, July and August carried 58% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,612 cooling degree days a year (#31 of 97 markets) and 3,051 heating degree days (#65 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 Greenville, 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 Greenville program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Greenville-Spartanburg-Anderson territory.

**3,819**
Commercial Roofing

**3,819**
Commercial Construction

**1,543**
Commercial HVAC & Mechanical

**1,178**
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 Greenville

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

The salary is the smallest part of the decision. About 4,300 people hold the role in the Greenville-Anderson-Greer, SC 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 Greenville 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 Greenville County, Anderson County and Pickens County**
  94% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 2,428 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Greenville over-indexes on**
  hospitals (5.06x the U.S. mix), warehousing and distribution (1.70x the U.S. mix) and manufacturing plants (1.67x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Prisma Health, Bon Secours St. Francis Health System, Clemson University and Michelin North America.
- [ ] **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 South 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: 733 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: 530 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: 374 sites here

*From our painting talk track. Coating performance and shutdown windows. Ask what surfaces are failing and when the next shutdown is.*

1. **Which surfaces are failing, such as floors, structural steel, tanks or equipment?**
   Failing coatings define the scope and show whether this is a specialty coatings job.

### 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. **When is the next planned shutdown?**
   Shutdown windows decide when the work happens and when you need to have the job won.

3. **Do customer or safety audits look at striping, floor markings or corrosion?**
   Audit findings create urgency and a clear reason to fund the work.

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.

- [ ] **Prisma Health Greer Memorial Hospital expansion**
  Under construction. The medical office building runs from early 2026 to mid-2027 and the hospital phases finish in early 2028, so mechanical, electrical and fire protection work stays active for two years, with flooring and painting in the renovated units.

- [ ] **Prisma Health Fountain Inn Medical Park**
  Under construction. First patients are expected in December 2027, so site paving and building systems come through 2026 and 2027, followed by recurring cleaning and grounds contracts for a large outpatient campus.

- [ ] **Adeptus USA wood products plant**
  Announced. Operations are planned for the second quarter of 2027, so retrofitting an older mill building points to roofing, electrical service, sprinkler and mechanical upgrades through the next year.

- [ ] **Greenville Gateway at 250 N. Church St.**
  Site work. Two residential towers moving from site work to vertical construction create long-running mechanical, electrical, fire protection and interior finish scopes, and the plaza adds hardscape and landscaping.

- [ ] **Downtown Greenville City Hall, arena and Main Street projects**

  Design approved. City Hall work could start early 2027 and finish in late 2028; renovating occupied public buildings means phased electrical, mechanical, glazing-related finish and painting work rather than a single new build.

- [ ] **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: churches and religious organizations**

  QCEW counted 3 more churches and religious organizations in Greenville-Anderson than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  58% of the 448 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: hospitals**

  QCEW counted 13 more hospitals in Greenville-Anderson than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 9 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 Greenville County, Anderson County and Pickens County, which hold 94% 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 Prisma Health and Bon Secours St. Francis Health System at the top.

Week 2

## Check the rules, then write the talk track

- [ ] Look up the calling laws for South 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: prisma Health Greer Memorial Hospital expansion.
- [ ] 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 Greenville 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, Greenville-Anderson-Greer, SC.
- 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 Greenville-Spartanburg-Anderson 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: Falls Park on the Reedy River in downtown Greenville, by Levi Meir Clancy 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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