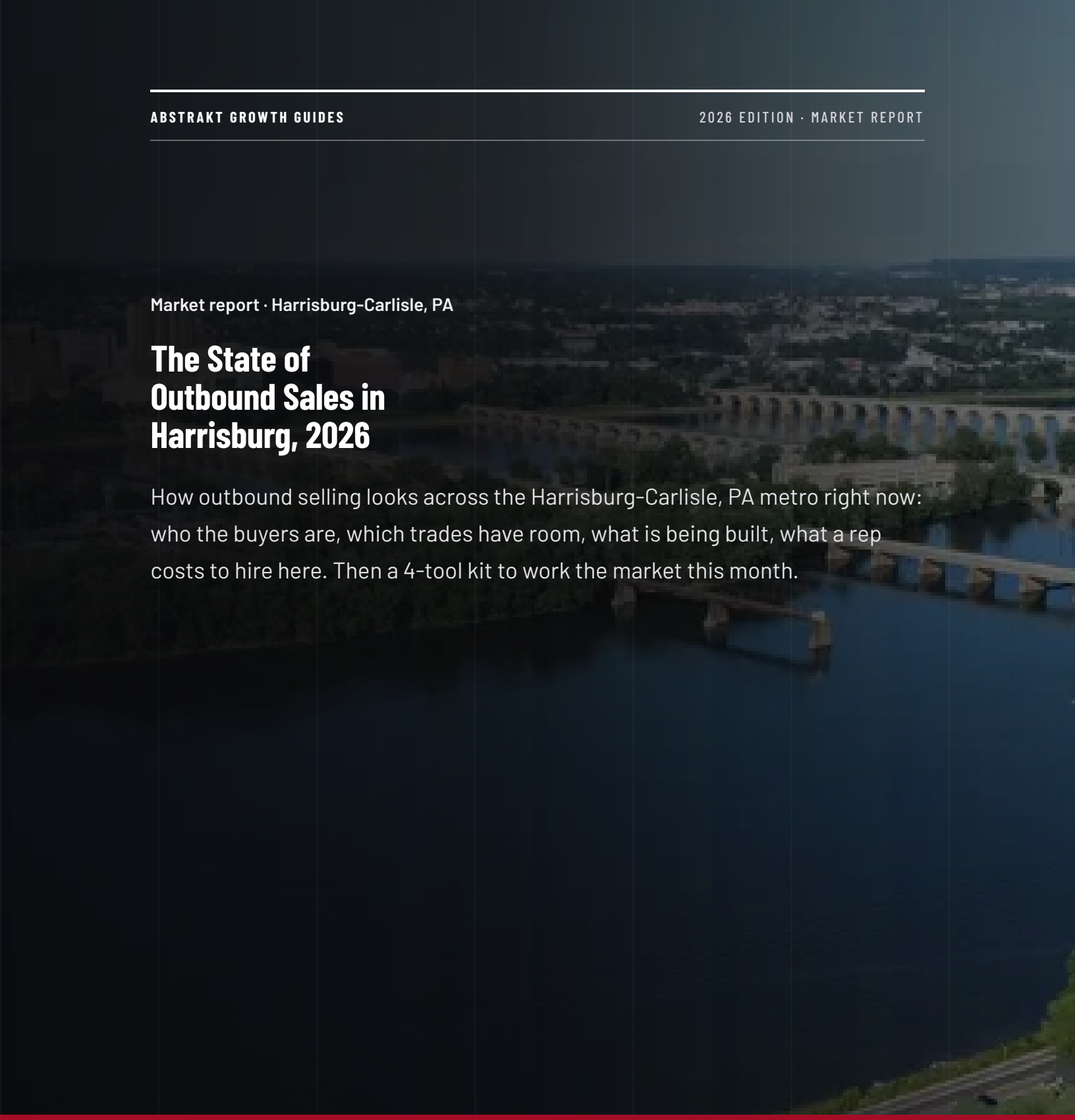


Market report · Harrisburg-Carlisle, PA

The State of Outbound Sales in Harrisburg, 2026

How outbound selling looks across the Harrisburg-Carlisle, PA metro right now: who the buyers are, which trades have room, what is being built, what a rep costs to hire here. Then a 4-tool kit to work the market this month.

1,563

business sites with 20+ people across the categories trades sell to, #81 of our 100 metros

86

buyer sites per paving contractor, #3 of 94 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 Harrisburg

1

Biggest buyer pool

Retail stores: 357 sites

with 20 or more people, the largest buyer category in Harrisburg-Carlisle, ahead of restaurants (347).

2

Where the metro leans

Warehousing and distribution: 4.57x the U.S. mix

Also over-represented: senior living and nursing (2.10x) and churches and religious organizations (1.82x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Paving & Asphalt: #3 of 94 markets

86 buyer sites with 20+ people for each of 11 local paving contractors. The most crowded is commercial construction, #38 of 100.

4

Biggest reason to call

Pennsylvania Digital 1 (PAX-1) data center campus, phase 1

Phase 1 approved. 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

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01 THE MARKET
Who buys in Harrisburg-Carlisle

02 THE COMPETITION
Which trades have the most room in Harrisburg

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

04 THE CALENDAR
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05 THE NUMBERS
What one meeting takes, trade by trade

06 BUILD OR BUY
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Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

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 Harrisburg-Carlisle

1,563 business sites in Harrisburg-Carlisle have 20 or more people on site in the categories commercial trades sell to. That ranks #81 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 Harrisburg-Carlisle, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Retail stores LARGEST POOL	**357**	1,839	1.32x	-16
Restaurants	**347**	1,196	1.28x	+37
Medical, dental and outpatient offices	**273**	1,218	1.31x	+40
Manufacturing plants	**133**	454	0.92x	-2
Wholesale distributors	**119**	534	0.76x	+11
Senior living and nursing	**64**	148	2.10x	+6
Grocery stores	**58**	255	1.22x	+7
Warehousing and distribution	**56**	106	4.57x	-6
Trucking companies	**52**	319	1.31x	+6
Hotels	**48**	146	1.80x	+2

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.

Harrisburg-Carlisle leans toward warehousing and distribution (4.57x), senior living and nursing (2.10x) and churches and religious organizations (1.82x). 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 wholesale distributors (0.76x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: medical, dental and outpatient offices (+40), restaurants (+37) and wholesale distributors (+11). New sites have no incumbent vendor yet.

The metro

Harrisburg-Carlisle, PA: 3 counties in this report's counts.

Cumberland County holds 49% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Harrisburg-Carlisle

COUNTY	SITES WITH 20+	SHARE OF METRO
Cumberland County START HERE	**761**	49%
Dauphin County	**734**	47%
Perry County	**22**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 46 of the metro's 1,563 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Harrisburg

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 Harrisburg figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Paving & Asphalt MOST ROOM	**#3 of 94**	86	11	+2
Commercial Electrical	**#15 of 100**	13	51	+6
Commercial HVAC & Mechanical	**#15 of 100**	13	47	+1
Commercial Cleaning & Janitorial	**#19 of 100**	4.8	131	+4
Managed Service Providers	**#24 of 100**	4.1	229	+8
Commercial Landscaping	**#27 of 100**	4.3	208	+6
Commercial Painting & Coatings	**#25 of 86**	80	10	0
Fire Protection	**#34 of 96**	47	16	+1
Commercial Construction	**#38 of 100**	5.4	79	+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.

Paving & asphalt (#3), commercial electrical (#15) and commercial HVAC & mechanical (#15) rank best in Harrisburg. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial construction is the most crowded trade here, #38 of 100: 5.4 buyer sites for each of 79 local commercial general contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial flooring (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+8) and commercial electrical (+6) added them.

Not ranked here: commercial flooring (8 contractors) and commercial roofing (5 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 Harrisburg 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 Harrisburg-Carlisle. 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

Pennsylvania Digital 1 (PAX-1) data center campus, phase 1

Phase 1 approved

Middlesex Township in Cumberland County approved the first six buildings of a planned 16-building data center development, the largest proposed in Pennsylvania so far.

> Data center shells carry heavy electrical and mechanical cooling scopes plus fire suppression and large paved and graded sites, and a phased 16-building plan points to years of follow-on work.

electrical · HVAC · fire protection · paving · construction

ABC27 / Local21 News, 2026-09-02

02 · $132.9 million

Schreiber Foods Shippensburg plant expansion

Announced

New yogurt production lines at Schreiber Foods' existing dairy plant in Shippensburg, Cumberland County, adding capacity for 109,000 more pounds of milk per day and 47 jobs.

> Food plant line additions bring process piping, refrigeration and power distribution work, and food-grade spaces need specialty flooring, coatings and sanitation-level cleaning.

HVAC · electrical · flooring · cleaning

Office of the Governor of Pennsylvania, 2026-03-10

03 · $150 million

rabbittransit (SRTA) Cameron Street operations and maintenance campus

Phased construction

A phased redevelopment of about 15 acres along Cameron Street in Harrisburg that adds a new city Parks and Recreation building and a new transit operations and maintenance facility, totaling 235,420 gross square feet by 2029.

> The maintenance facility was set to bid in 2026, and bus garages need large mechanical and exhaust systems, electrical service for maintenance bays, fire protection and an employee parking lot in the final phase.

construction · HVAC · electrical · fire protection · paving

Yahoo News, 2025-08-11

04 · $64 million

Harrisburg Works for All of Us downtown revitalization

Funded

A public and private investment plan for downtown Harrisburg that includes converting the 333 Market Street office tower to a Marriott hotel, rebuilding the Broad Street Market, Riverfront Park upgrades and renovations at the Zembo Shrine.

> Office-to-hotel conversion and historic building renovations mean interior demolition and rebuild, new mechanical and electrical systems, painting and flooring, with park and streetscape work for landscapers.

construction · HVAC · electrical · painting · landscaping

Office of the Governor of Pennsylvania, 2026-09-28

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 Harrisburg-Carlisle. One relationship with a facilities team here can cover many buildings.

Health system · Hershey, Dauphin County

Penn State Health Milton S. Hershey Medical Center

Penn State Health lists 631 licensed beds and 11,296 total staff across the hospital and College of Medicine for fiscal year 2025.

Health system · Harrisburg, Dauphin County

UPMC Harrisburg

UPMC describes UPMC Harrisburg, in downtown Harrisburg, as a full-service acute care hospital with 409 beds.

An academic medical center and medical school on one campus runs research labs, patient towers, parking structures and grounds year-round.

HVAC · cleaning · fire protection · electrical · flooring

Penn State Health

A downtown acute care hospital that anchors UPMC's regional network has patient floors, imaging suites and structured parking to maintain.

HVAC · cleaning · fire protection · painting

UPMC

Major employer · Derry Township (Hershey), Dauphin County

The Hershey Company

Hershey opened a 250,000-square-foot Reese Chocolate Processing facility on a 55-acre site in Derry Township, its first new plant at headquarters in over three decades.

Food plants, a technical center and headquarters offices in one township carry food-grade sanitation, refrigeration, electrical and roofing needs.

HVAC · electrical · roofing · cleaning · fire protection

exploreJefferson (state news)

Airport · Middletown, Dauphin County

Harrisburg International Airport (MDT)

Harrisburg International Airport served more than 1.6 million passengers in 2025, a first in the airport's history.

The terminal, parking decks and surface lots run by the Susquehanna Area Regional Airport Authority need cleaning, HVAC and pavement work.

cleaning · HVAC · paving · electrical

Central Penn Business Journal

Logistics hub · Carlisle and Silver Spring Township, Cumberland County

Cumberland County I-81 distribution corridor

The Cumberland Area Economic Development Corporation says warehousing and distribution accounts for 9% of employment in Cumberland County.

Large distribution centers along I-81 run long roofs, truck courts, dock lighting and sprinkler systems that need regular service.

Campus · Harrisburg, Dauphin County

Harrisburg Area Community College (HACC)

HACC reports it serves more than 12,600 degree-seeking students and more than 2,250 workforce development students, with its Harrisburg campus serving 55.8% of the student population.

The Harrisburg campus runs classroom buildings, labs and parking lots that need cleaning, HVAC and grounds care.

roofing · paving · fire protection · electrical · cleaning

Cumberland Area Economic Development Corporation

cleaning · HVAC · landscaping · flooring

HACC

Public owner · Harrisburg, Dauphin County

Pennsylvania State Capitol Complex

The Pennsylvania Capitol Grounds, officially named Capitol Park, comprise more than 45 acres in downtown Harrisburg.

> State office buildings, the Capitol and its landscaped grounds are maintained through the Department of General Services, which buys mechanical, grounds and restoration work.

HVAC · landscaping · painting · cleaning

Pennsylvania State Capitol

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, Harrisburg-Carlisle

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		8
Commercial Cleaning & Janitorial		8
Fire Protection		6
Paving & Asphalt		4

TRADE	PROJECTS AND OWNERS	
Commercial Landscaping		3
Commercial Painting & Coatings		3
Commercial Construction		3
Commercial Flooring		3
Commercial Roofing		2

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

04

Chapter 04 The calendar

The Harrisburg selling calendar

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

Harrisburg 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	2	8	13	47	108	63	55	10	6	2	0
Cooling degree days average month	0	0	0	0	45	156	289	236	77	4	0	0
Heating degree days average month	1,107	931	782	417	171	13	1	5	67	355	659	962
Average high (°F) average month	37	40	49	62	72	80	85	83	76	64	52	41

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 24 hail reports of 1 inch or larger and 290 damaging wind reports across the metro's counties from 2015 to 2024: #74 of 100 markets for hail and #49 for wind. June, July and August carried 72% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 808 cooling degree days a year (#61 of 97 markets) and 5,468 heating degree days (#36 of 97). Cooling load peaks in June, July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

Cleaning, construction, electrical, flooring and fire protection sell on contract end dates, budgets and inspection cycles. Learn each account's date on the first call and come back before it.

7 months average a high of 60°F or more (April, May, June, July, August, September and October). That is when exterior painting, paving and landscaping crews are busiest, so in-season calls catch owners while they can see the work that needs doing. The contracts themselves are bid on each property's own dates, so the selling runs all year.

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 Harrisburg, 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 Harrisburg program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Harrisburg-York-Lebanon-Lancaster territory.

4,638
Commercial Roofing

4,638
Commercial Construction

1,896
Commercial HVAC & Mechanical

1,598
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 Harrisburg

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

The salary is the smallest part of the decision. About 1,880 people hold the role in the Harrisburg-Carlisle, PA 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 Harrisburg 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 Cumberland County**
  49% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 1,563 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Harrisburg over-indexes on**
  warehousing and distribution (4.57x the U.S. mix), senior living and nursing (2.10x the U.S. mix) and churches and religious organizations (1.82x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Penn State Health Milton S. Hershey Medical Center, UPMC Harrisburg, The Hershey Company and Harrisburg International Airport (MDT).
- [ ] **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 Pennsylvania 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.

Retail stores: 357 sites here

From our paving talk track. First impressions and liability. Many stores lease, so confirm who controls the lot before pitching.

1. **Does the store control the parking lot, or does the landlord or shopping center manage it?**
   This is the first qualifying question, since many retail lots belong to the landlord.
2. **Are there potholes, cracks or faded striping customers have complained about?**
   Visible problems in front of customers drive action and point to a first job.
3. **Is a remodel or refresh planned for this location?**
   Remodels are when lot work often gets funded and scheduled.

Restaurants: 347 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.

Medical, dental and outpatient offices: 273 sites here

From our paving talk track. Patient safety and accessibility. Many practices lease, so the landlord or property manager is often the buyer.

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. **Does the practice lease the building, and if so, who manages the lot?**
   Many practices lease, so this tells you whether the landlord or property manager is the real buyer.
2. **Have patients mentioned trip hazards, potholes or trouble with accessible parking?**
   Patient safety concerns and accessibility issues drive action quickly at medical offices.
3. **Are your accessible spaces, ramps and curb cuts in good condition and up to current requirements?**
   Accessibility updates are a common, well-defined scope for paving and concrete work.
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.

- [ ] **Pennsylvania Digital 1 (PAX-1) data center campus, phase 1**
  Phase 1 approved. Data center shells carry heavy electrical and mechanical cooling scopes plus fire suppression and large paved and graded sites, and a phased 16-building plan points to years of follow-on work.
- [ ] **rabbittransit (SRTA) Cameron Street operations and maintenance campus**
  Phased construction. The maintenance facility was set to bid in 2026, and bus garages need large mechanical and exhaust systems, electrical service for maintenance bays, fire protection and an employee parking lot in the final phase.
- [ ] **Schreiber Foods Shippensburg plant expansion**
  Announced. Food plant line additions bring process piping, refrigeration and power distribution work, and food-grade spaces need specialty flooring, coatings and sanitation-level cleaning.
- [ ] **Harrisburg Works for All of Us downtown revitalization**
  Funded. Office-to-hotel conversion and historic building renovations mean interior demolition and rebuild, new mechanical and electrical systems, painting and flooring, with park and streetscape work for landscapers.

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

  72% of the 314 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 37 more restaurants in Harrisburg-Carlisle 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 40 more medical, dental and outpatient offices in Harrisburg-Carlisle 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 Cumberland County, which holds 49% of the larger business sites.
- [ ] Pull the sites with 20 or more people in retail stores, restaurants and medical, dental and outpatient offices.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Penn State Health Milton S. Hershey Medical Center and UPMC Harrisburg at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Pennsylvania 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: pennsylvania Digital 1 (PAX-1) data center campus, phase 1.
- [ ] 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 Harrisburg 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, Harrisburg-Carlisle, PA.
- 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 Harrisburg-York-Lebanon-Lancaster 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: Harrisburg skyline across the Susquehanna River, by Morey Longo 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 Harrisburg

Territory
Check whether your trade is open in Harrisburg

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Baltimore

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