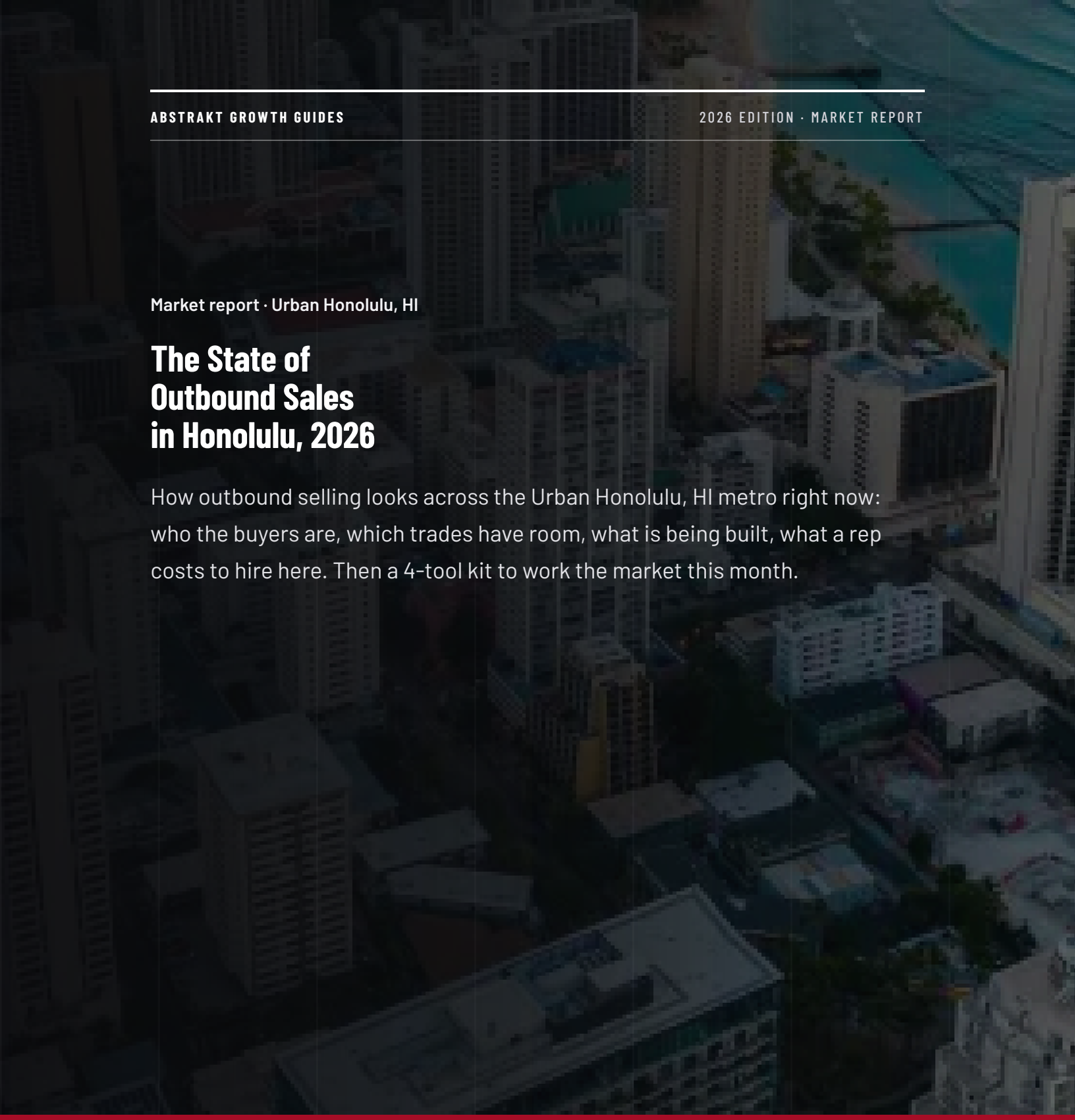


Market report · Urban Honolulu, HI

# The State of Outbound Sales in Honolulu, 2026

How outbound selling looks across the Urban Honolulu, HI 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.

**1,930**

business sites with 20+ people across the categories trades sell to, #69 of our 100 metros

**4.9**

buyer sites per commercial landscaping contractor, #17 of 100 markets: the best rank of any trade here

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

**Executive summary** Read this if nothing else

## 5 things to know about outbound sales in Honolulu

1

**Biggest buyer pool**

### Restaurants: 660 sites

with 20 or more people, the largest buyer category in Urban Honolulu, ahead of retail stores (486).

2

**Where the metro leans**

### Churches and religious organizations: 4.42x the U.S. mix

Also over-represented: colleges and universities (2.59x) and nonresidential building owners (2.38x). Trades that serve these buyers have more of them here than the national average suggests.

3

**Most room**

### Commercial Landscaping: #17 of 100 markets

4.9 buyer sites with 20+ people for each of 255 local commercial landscaping contractors. The most crowded is commercial HVAC & mechanical, #100 of 100.

4

**Biggest reason to call**

### New Aloha Stadium Entertainment District, $400 million

Demolition underway; groundbreaking expected November 2026. One of 4 named, sourced projects in this report.

5

**Hiring locally**

### $124,700 for an in-house SDR's first year (illustrative)

At a $55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

Contents


01 THE MARKET — Who buys in Urban Honolulu

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

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

04 THE CALENDAR — The Honolulu selling calendar

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

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

Kit PART TWO: APPLY THIS — The toolkit

Src METHOD — Sources and notes

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

# Who buys in Urban Honolulu

1,930 business sites in Urban Honolulu have 20 or more people on site in the categories commercial trades sell to. That ranks #69 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 Urban Honolulu, top 10 categories**

| CATEGORY | SITES WITH 20+ | ALL SITES | VS. U.S. MIX | 1-YR CHANGE |
|---|---|---|---|---|
| **Restaurants** LARGEST POOL | **660** | 2,517 | 1.64x | +112 |
| Retail stores | **486** | 2,635 | 1.01x | +8 |
| Medical, dental and outpatient offices | **187** | 1,920 | 1.29x | +24 |
| Wholesale distributors | **153** | 996 | 0.96x | +2 |
| Manufacturing plants | **91** | 433 | 0.67x | +10 |
| Grocery stores | **90** | 448 | 1.15x | +5 |
| Hotels | **67** | 90 | 0.78x | +3 |
| Senior living and nursing | **54** | 143 | 0.60x | -5 |
| Bank and credit union offices | **45** | 385 | 1.01x | -4 |
| Churches and religious organizations | **45** | 376 | 4.42x | -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.

Urban Honolulu leans toward churches and religious organizations (4.42x), colleges and universities (2.59x) and nonresidential building owners (2.38x). 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 trucking companies (0.38x) and senior living and nursing (0.60x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+112), medical, dental and outpatient offices (+24) and manufacturing plants (+10). New sites have no incumbent vendor yet.

**The metro**

Urban Honolulu, HI: 1 county in this report's counts.

02

Chapter 02 The competition

## Which trades have the most room in Honolulu

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 Honolulu figure is ranked against the other markets we track.

**How Honolulu 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 Landscaping** MOST ROOM | **#17 of 100** | 4.9 | 255 | +10 |
| Managed Service Providers | **#83 of 100** | 1.6 | 653 | +1 |
| Fire Protection | **#82 of 96** | 28 | 41 | 0 |
| Paving & Asphalt | **#82 of 94** | 29 | 42 | +2 |
| Commercial Roofing | **#82 of 89** | 42 | 27 | 0 |
| Commercial Cleaning & Janitorial | **#97 of 100** | 1.9 | 364 | +6 |
| Commercial Construction | **#98 of 100** | 2.1 | 277 | +2 |
| Commercial Electrical | **#98 of 100** | 4.5 | 196 | +3 |
| Commercial Flooring | **#68 of 68** | 31 | 24 | -1 |
| Commercial Painting & Coatings | **#86 of 86** | 24 | 48 | +2 |
| Commercial HVAC & Mechanical | **#100 of 100** | 4.0 | 131 | -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 landscaping (#17), managed service providers (#83) and fire protection (#82) rank best in Honolulu. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial HVAC & mechanical is the most crowded trade here, #100 of 100: 4.0 buyer sites for each of 131 local mechanical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial HVAC & mechanical (-3) and commercial flooring (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+10) and commercial cleaning & janitorial (+6) added them.

Open programs

Our availability workbook does not cover Honolulu yet. We take one client per trade per territory, so ask before you plan around it.

**Check whether your trade is open**

03

Chapter 03 The projects

# What is being built, and who owns the buildings

4 named, sourced projects and 6 anchor owners in Urban Honolulu. 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 · $400 million

### New Aloha Stadium Entertainment District

**Demolition underway; groundbreaking expected November 2026**

A 31,000-seat stadium on the 98-acre Halawa site, built by Aloha Halawa District Partners as the centerpiece of a district planned for 4,500 housing units over 20 to 30 years.

> The stadium targets spring 2029, so electrical, mechanical, fire protection and paving packages run from late 2026 onward, and the operator also maintains the facility and surrounding spaces, which points to long-term cleaning and grounds work.

electrical · HVAC · fire protection · paving · cleaning

**Honolulu Star-Advertiser, 2026-07-31**

02 · $3.4 billion

### Pearl Harbor Naval Shipyard Dry Dock 5

**Under construction**

The first graving dock built at Pearl Harbor since 1943, part of the Navy's Shipyard Infrastructure Optimization Program at Joint Base Pearl Harbor-Hickam; $3.4 billion was the maximum estimated contract value at the 2023 award.

> Work now includes a new electrical substation, a fire water pump house and building foundations, and the wider shipyard program lists 118 major projects over 20 to 30 years, giving electrical, mechanical and fire protection subcontractors a long federal pipeline.

electrical · HVAC · fire protection · construction

**Building Industry Hawaii, 2026-06-04**

03 · $85 million

### Kailua Regional Wastewater Treatment Plant upgrades

**Under construction**

Two City and County of Honolulu projects at the Kailua plant on Windward Oahu: a $61 million dewatering building with new odor control and a $23 million renovation of two biotowers.

> About three years of work that includes demolishing and replacing a process building, so electrical, mechanical ventilation and odor control, coatings and site paving are all in scope.

electrical · HVAC · painting · paving

**Hawaii News Now, 2026-06-19**

04 · $46.4 million and $57.1 million

### Army child development centers at Schofield Barracks and Aliamanu

**Contracts awarded**

Two new child development centers for the Army on Oahu, one at Schofield Barracks ($46.4 million) and one at Aliamanu Military Reservation ($57.1 million), both awarded to Nan Inc.

> Child care buildings need full mechanical, electrical and fire protection systems plus durable flooring and finishes and play-area landscaping, all released as subcontract packages by the prime.

HVAC · electrical · fire protection · flooring · landscaping

**Building Industry Hawaii, 2026-06-04**

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 Urban Honolulu. One relationship with a facilities team here can cover many buildings.

**Health system · Honolulu, Honolulu County**

### The Queen's Health Systems

Queen's describes itself as the state's largest private employer, with over 9,400 employees and more than 1,400 affiliated physicians and providers.

> The Queen's Medical Center campus in downtown Honolulu and the system's West

**Campus · Honolulu, Honolulu County**

### University of Hawaii at Manoa

UH Manoa lists a 320-acre campus and a total student population of 20,028 as of Fall 2024.

> A 320-acre campus in Manoa Valley with classrooms, labs, residence halls and athletics facilities needs HVAC, roofing, painting and grounds work year round.

> Oahu hospital and clinics run mechanical, life-safety and cleaning operations around the clock in a salt-air climate.

HVAC · cleaning · fire protection · painting · flooring

**The Queen's Health Systems**

HVAC · roofing · painting · landscaping · cleaning

**University of Hawaii at Manoa**

**Airport · Honolulu, Honolulu County**

### Daniel K. Inouye International Airport (HNL)

Wikipedia, citing FAA airport data, says the airport covers 4,220 acres, more than 1% of the entire island of Oahu.

> Two connected terminals, concourses, parking structures and airside support buildings need continuous cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · electrical · paving

**Wikipedia**

**Public owner · Joint Base Pearl Harbor-Hickam, Honolulu County**

### Pearl Harbor Naval Shipyard

Wikipedia, citing The Military Engineer, says the shipyard has four dry docks and about 5,800 civilian employees and 500 military personnel.

> Industrial shops, dry docks, warehouses and offices on the base are federal facilities with large electrical, mechanical, roofing and coatings scopes procured through federal contracting.

electrical · HVAC · roofing · painting · construction

**Wikipedia**

**Industrial park · Kapolei, Honolulu County**

### Kapolei Harborside business and industrial park

The Garden Island reported in May 2026 that Amazon bought 49 acres in Kapolei Harborside, near Kalaeloa Harbor and Campbell Industrial Park, and proposes a 2.8 million-square-foot fulfillment center there.

> West Oahu's industrial corridor around Kalaeloa Harbor and Campbell Industrial Park holds warehouses, terminals and plants that

**Retail center · Honolulu, Honolulu County**

### Ala Moana Center

Ala Moana Center calls itself the world's largest open-air shopping center, with more than 350 shops and restaurants.

> An open-air mall with department stores, tenant spaces, common areas and parking decks needs cleaning, landscaping, HVAC, painting and parking upkeep.

cleaning · landscaping · HVAC · painting · paving

need roofing, paving, electrical and fire protection work.

roofing | paving | electrical | fire protection | construction

**The Garden Island**

**Ala Moana Center**

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, Urban Honolulu

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

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

04

Chapter 04 The calendar

## The Honolulu selling calendar

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

### Honolulu by month: storm reports, degree days and average highs

| MEASURE | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Hail and damaging wind reports** total, 2015 to 2024 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| **Average high (°F)** average month | 77 | 77 | 77 | 78 | 80 | 82 | 83 | 84 | 84 | 83 | 80 | 78 |

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 1 hail reports of 1 inch or larger and 3 damaging wind reports across the metro's counties from 2015 to 2024: #92 of 100 markets for hail and #93 for wind. March and December carried 100% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

Every month averages a high of 60°F or more, so exterior painting, paving and landscaping work is not squeezed into a short season here. The calendar that matters is each property's contract and budget date.

**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.

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 Honolulu, 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 Honolulu program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Hawaii territory, which reaches past the Urban Honolulu metro.

**2,742**
Commercial Roofing

**2,742**
Commercial Construction

**954**
Commercial HVAC & Mechanical

**808**
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 Honolulu

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

The salary is the smallest part of the decision. About 2,430 people hold the role in the Urban Honolulu, HI 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 Honolulu 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 has 20 or more people on site**
  One of the 1,930 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Honolulu over-indexes on**
  churches and religious organizations (4.42x the U.S. mix), colleges and universities (2.59x the U.S. mix) and nonresidential building owners (2.38x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  The Queen's Health Systems, University of Hawaii at Manoa, Daniel K. Inouye International Airport (HNL) and Pearl Harbor Naval Shipyard.
- [ ] **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 Hawaii before you dial.

0 of 5 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: 660 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: 486 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.

### Medical, dental and outpatient offices: 187 sites here

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

1. **Do you own the building, or does a landlord or property manager handle the grounds?**
   Many practices lease, so this tells you whether to keep selling here or move to the landlord.

### 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. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
3. **When does the current grounds contract end?**
   The date sets your follow-up timing.
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.

- [ ] **New Aloha Stadium Entertainment District**
  Demolition underway; groundbreaking expected November 2026. The stadium targets spring 2029, so electrical, mechanical, fire protection and paving packages run from late 2026 onward, and the operator also maintains the facility and surrounding spaces, which points to long-term cleaning and grounds work.
- [ ] **Pearl Harbor Naval Shipyard Dry Dock 5**
  Under construction. Work now includes a new electrical substation, a fire water pump house and building foundations, and the wider shipyard program lists 118 major projects over 20 to 30 years, giving electrical, mechanical and fire protection subcontractors a long federal pipeline.
- [ ] **Kailua Regional Wastewater Treatment Plant upgrades**
  Under construction. About three years of work that includes demolishing and replacing a process building, so electrical, mechanical ventilation and odor control, coatings and site paving are all in scope.
- [ ] **Army child development centers at Schofield Barracks and Aliamanu**
  Contracts awarded. Child care buildings need full mechanical, electrical and fire protection systems plus durable flooring and finishes and play-area landscaping, all released as subcontract packages by the prime.

- [ ] **Storm season: March and December**

  100% of the 4 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

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

  QCEW counted 24 more medical, dental and outpatient offices in Urban Honolulu than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 112 more restaurants in Urban Honolulu 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

- [ ] Map the Honolulu accounts your crews can reach in a day.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and medical, dental and outpatient offices.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to The Queen's Health Systems and University of Hawaii at Manoa at the top.

Week 2

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

- [ ] Look up the calling laws for Hawaii 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: new Aloha Stadium Entertainment District.
- [ ] 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 Honolulu 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, Urban Honolulu, HI.
- 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 Hawaii 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: Waikiki and Diamond Head in Honolulu from above, by Spenser Sembrat 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 Honolulu**

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

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

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

**Nearby market**
**The State of Outbound Sales in Santa Rosa**


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