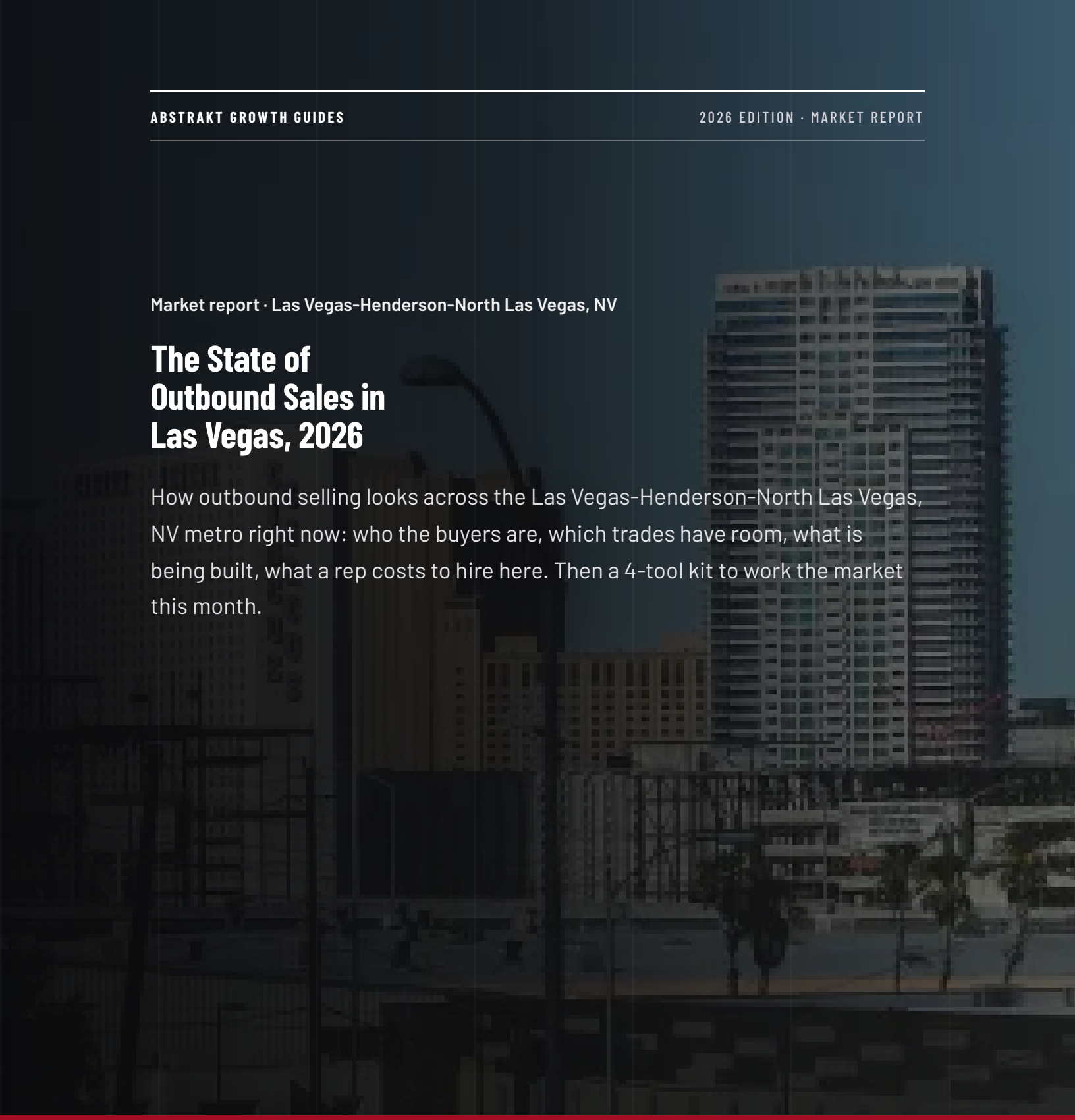


Market report · Las Vegas-Henderson-North Las Vegas, NV

The State of Outbound Sales in Las Vegas, 2026

How outbound selling looks across the Las Vegas-Henderson-North Las Vegas, NV 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.

5,018

business sites with 20+ people across the categories trades sell to, #35 of our 100 metros

72

buyer sites per paving contractor, #6 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 Las Vegas

1

Biggest buyer pool

Restaurants: 1,999 sites

with 20 or more people, the largest buyer category in Las Vegas-Henderson, ahead of retail stores (1,231).

2

Where the metro leans

Warehousing and distribution: 2.46x the U.S. mix

Also over-represented: apartment and residential property managers (1.60x) and medical, dental and outpatient offices (1.48x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Paving & Asphalt: #6 of 94 markets

72 buyer sites with 20+ people for each of 39 local paving contractors. The most crowded is commercial HVAC & mechanical, #95 of 100.

4

Biggest reason to call

Athletics Las Vegas ballpark, $2 billion

Under construction. One of 6 named, sourced projects in this report.

5

Hiring locally

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

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

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project

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Sources and notes

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 Las Vegas-Henderson

5,018 business sites in Las Vegas-Henderson have 20 or more people on site in the categories commercial trades sell to. That ranks #35 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 Las Vegas-Henderson, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,999**	5,457	1.27x	+95
Retail stores	**1,231**	6,500	0.98x	+21
Medical, dental and outpatient offices	**555**	5,779	1.48x	+364
Manufacturing plants	**303**	1,209	0.53x	-48
Wholesale distributors	**269**	2,066	0.94x	-13
Grocery stores	**207**	742	0.71x	+21
Bank and credit union offices	**104**	1,025	1.19x	-7
Senior living and nursing	**100**	358	0.73x	-1
Hotels	**99**	197	0.60x	0
Auto dealerships	**74**	178	0.70x	+3

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.

Las Vegas-Henderson leans toward warehousing and distribution (2.46x), apartment and residential property managers (1.60x) and medical, dental and outpatient offices (1.48x). 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 (0.14x) and hospitals (0.45x). 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 (+364), restaurants (+95) and retail stores (+21). New sites have no incumbent vendor yet.

The metro

Las Vegas-Henderson-North Las Vegas, NV: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Las Vegas

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 Las Vegas figure is ranked against the other markets we track.

How Las Vegas 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	**#6 of 94**	72	39	0
Commercial Roofing	**#8 of 89**	107	24	-1
Commercial Landscaping	**#11 of 100**	5.8	485	+11
Commercial Painting & Coatings	**#44 of 86**	67	39	+1
Fire Protection	**#60 of 96**	39	83	-1
Commercial Flooring	**#57 of 68**	47	35	+1
Managed Service Providers	**#84 of 100**	1.6	1,548	+42
Commercial Cleaning & Janitorial	**#90 of 100**	2.5	645	+28
Commercial Electrical	**#94 of 100**	6.0	350	+25
Commercial Construction	**#95 of 100**	2.4	454	+15
Commercial HVAC & Mechanical	**#95 of 100**	5.3	256	+13

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 (#6), commercial roofing (#8) and commercial landscaping (#11) rank best in Las Vegas. 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, #95 of 100: 5.3 buyer sites for each of 256 local mechanical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial roofing (-1) and fire protection (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+42) and commercial cleaning & janitorial (+28) added them.

Open programs

Our availability workbook does not cover Las Vegas 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

6 named, sourced projects and 7 anchor owners in Las Vegas-Henderson. 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 · $2 billion

Athletics Las Vegas ballpark

Under construction

A 33,000-seat ballpark on the Strip at the southeast corner of Las Vegas Boulevard and Tropicana Avenue, targeted to open for the 2028 season.

> Concrete decks are done and steel and roof work are underway, so mechanical, electrical, fire protection and finish packages run through 2027 ahead of a 2028 opening.

construction · HVAC · electrical · fire protection

Ballpark Digest, 2026-05-23

02 · $1 billion+

Intermountain Health Nevada Children's Hospital

Approved

An eight-story standalone children's hospital with a heliport at UNLV's Harry Reid Research and Technology Park near the 215 Beltway and Durango Drive in southwest Las Vegas.

> Clark County approved permits in May 2026 with opening planned for 2030, so hospital-grade mechanical, electrical and fire protection bids follow the groundbreaking.

HVAC · electrical · fire protection · construction

FOX5 Las Vegas, 2026-05-20

03 · Approximately 56,000 sq ft

Switch LAS 19 data center

Approved

A Switch data center on Warm Springs Road east of Edmond Street in Enterprise, southwest Las Vegas Valley, approved by Clark County in June 2026.

> Data centers concentrate electrical and cooling work into short schedules; the approval also carries sidewalk and barrier work along Warm Springs Road.

electrical · HVAC · fire protection · paving

FOX5 Las Vegas, 2026-06-18

04 · 1,358,005 sq ft

Apex Ridge Logistics Park

Under construction

A two-building speculative industrial project by EBS Realty and Penwood on more than 90 acres in Apex Industrial Park, North Las Vegas.

> Large tilt-up warehouses need roofing, site paving and fire sprinkler systems now, then tenant improvement electrical and HVAC as buildings lease.

roofing · paving · fire protection · electrical

Connect CRE, 2026-03-02

05 · Estimated $4-5 billion

Hard Rock Las Vegas and Guitar Hotel

Under construction

The redevelopment of the former Mirage on the Strip, including a 700-foot guitar-shaped tower with 650 suites and more than 3,700 rooms in total, which topped out in May 2026.

> With the tower topped out ahead of a 2027 opening, interior work shifts to finishes: flooring, painting, low-voltage electrical, and pre-opening cleaning across hotel, gaming and meeting space.

flooring · painting · electrical · cleaning

Yogonet, 2026-05-04

06

James Cashman prekindergarten-8th school

Under construction

A Clark County School District consolidated pre-K to 8th grade campus at James Cashman in Las Vegas, which broke ground in September 2026 and will include CCSD's first middle-school career and technical academy.

> School builds run mechanical, electrical, roofing and site work through construction, then generate flooring, painting and grounds contracts at turnover.

construction · HVAC · roofing · landscaping

Las Vegas Sun, 2026-09-09

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 Las Vegas-Henderson. One relationship with a facilities team here can cover many buildings.

Health system · Las Vegas, Clark County

Sunrise Hospital and Medical Center

Sunrise Hospital calls itself Las Vegas' largest acute care facility and says it has served the community for more than 55 years.

> A large inpatient campus with decades of building additions needs mechanical, life-safety, cleaning and interior work around the clock.

HVAC · cleaning · fire protection · flooring

Sunrise Hospital and Medical Center

Health system · Las Vegas, Clark County

University Medical Center of Southern Nevada (UMC)

UMC says it is home to Nevada's only nonprofit Level I Trauma Center, only verified burn center and only multi-organ transplant center.

> The county-owned hospital campus, children's hospital and Quick Care clinics across the valley each need HVAC, cleaning and facility upkeep.

HVAC · cleaning · fire protection · electrical

University Medical Center of Southern Nevada

Campus · Paradise, Clark County

University of Nevada, Las Vegas (UNLV)

UNLV reports a preliminary Fall 2025 total headcount of 33,706 students.

> Classrooms, labs, residence halls, athletic venues and surface parking need HVAC, cleaning, paving and grounds work in desert heat.

HVAC · cleaning · paving · landscaping

UNLV

Airport · Paradise, Clark County

Harry Reid International Airport (LAS)

Wikipedia lists 54,989,185 passengers at Harry Reid International in 2025, sourced to the airport.

> Terminals, garages and airfield buildings need constant cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · paving · electrical

Wikipedia

Major employer · Paradise, Clark County

MGM Grand Las Vegas

Wikipedia lists 4,762 rooms and 171,500 square feet of gaming space at MGM Grand, which

Public owner · Winchester, Clark County

Las Vegas Convention Center

Wikipedia says the Las Vegas Convention and Visitors Authority's convention center has

opened on December 18, 1993.

> A Strip resort with towers, an arena, pools and parking garages runs mechanical, flooring, painting and cleaning programs year round.

HVAC · flooring · painting · cleaning · fire protection

Wikipedia

2,500,000 square feet of exhibit space, with a citation.

> A publicly owned exhibit complex with halls, loading docks and parking lots needs electrical, HVAC, cleaning and pavement work between shows.

electrical · HVAC · cleaning · paving

Wikipedia

Industrial park · North Las Vegas, Clark County

Apex Industrial Park

The Las Vegas Review-Journal reported that a data-center operator bought 176.5 acres in Apex Industrial Park for $196 million in a sale that closed Aug. 31, 2026.

> Distribution buildings, manufacturing plants and data centers going up in the park need roofing, paving, electrical and fire protection work.

roofing · paving · electrical · fire protection · construction

Las Vegas Review-Journal

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, Las Vegas-Henderson

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		9

TRADE	PROJECTS AND OWNERS	
Fire Protection		8
Commercial Cleaning & Janitorial		7
Paving & Asphalt		6
Commercial Construction		4
Commercial Roofing		3
Commercial Flooring		3
Commercial Landscaping		2
Commercial Painting & Coatings		2

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

04

Chapter 04 The calendar

The Las Vegas selling calendar

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

Las Vegas 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	1	2	1	8	44	27	10	3	0	0
Cooling degree days average month	1	3	22	68	227	484	682	638	391	114	7	0
Heating degree days average month	584	448	318	165	42	0	0	0	0	86	350	618
Average high (°F) average month	56	60	67	74	84	95	100	98	91	78	65	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 13 hail reports of 1 inch or larger and 85 damaging wind reports across the metro's counties from 2015 to 2024: #80 of 100 markets for hail and #73 for wind. July, August and September carried 83% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 2,636 cooling degree days a year (#18 of 97 markets) and 2,611 heating degree days (#74 of 97). Cooling load peaks in June, July, August and September; 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.

> "HVAC outbound runs every month of the year, and the season changes the message, not the effort. In peak months calls lead with service: which units struggled, how fast the current contractor responded, and when the agreement renews. The rest of the year they lead with planned work, budgets and equipment past mid-life."
>
> — How HVAC timing works, from our HVAC talk track

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 Las Vegas, 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 Las Vegas program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Las Vegas-Henderson territory.

3,821
Commercial Roofing

3,821
Commercial Construction

1,216
Commercial HVAC & Mechanical

947
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 Las Vegas

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

The salary is the smallest part of the decision. About 8,130 people hold the role in the Las Vegas-Henderson-North Las Vegas, NV 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 Las Vegas 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 5,018 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Las Vegas over-indexes on**
  warehousing and distribution (2.46x the U.S. mix), apartment and residential property managers (1.60x the U.S. mix) and medical, dental and outpatient offices (1.48x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Sunrise Hospital and Medical Center, University Medical Center of Southern Nevada (UMC), University of Nevada, Las Vegas (UNLV) and Harry Reid International Airport (LAS).
- [ ] **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 Nevada 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: 1,999 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: 1,231 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: 555 sites here

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

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.

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 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.

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.

- [ ] **Athletics Las Vegas ballpark**
  Under construction. Concrete decks are done and steel and roof work are underway, so mechanical, electrical, fire protection and finish packages run through 2027 ahead of a 2028 opening.
- [ ] **Switch LAS 19 data center**
  Approved. Data centers concentrate electrical and cooling work into short schedules; the approval also carries sidewalk and barrier work along Warm Springs Road.
- [ ] **Hard Rock Las Vegas and Guitar Hotel**
  Under construction. With the tower topped out ahead of a 2027 opening, interior work shifts to finishes: flooring, painting, low-voltage electrical, and pre-opening cleaning across hotel, gaming and meeting space.
- [ ] **Intermountain Health Nevada Children's Hospital**
  Approved. Clark County approved permits in May 2026 with opening planned for 2030, so hospital-grade mechanical, electrical and fire protection bids follow the groundbreaking.
- [ ] **Apex Ridge Logistics Park**
  Under construction. Large tilt-up warehouses need roofing, site paving and fire sprinkler systems now, then tenant improvement electrical and HVAC as buildings lease.
- [ ] **James Cashman prekindergarten-8th school**
  Under construction. School builds run mechanical, electrical, roofing and site work through construction, then generate flooring, painting and grounds contracts at turnover.

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

  83% of the 98 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

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

  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: medical, dental and outpatient offices**

  QCEW counted 364 more medical, dental and outpatient offices in Las Vegas-Henderson than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 95 more restaurants in Las Vegas-Henderson than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 10 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 Las Vegas 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 Sunrise Hospital and Medical Center and University Medical Center of Southern Nevada (UMC) at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Nevada 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: athletics Las Vegas ballpark.
- [ ] 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 Las Vegas 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, Las Vegas-Henderson-North Las Vegas, NV.
- 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 Las Vegas-Henderson 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: Las Vegas skyline with the Strat tower, by Thomas Haas 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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