Market report · Los Angeles-Long Beach-Anaheim, CA

The State of Outbound Sales in Los Angeles, 2026

How outbound selling looks across the Los Angeles-Long Beach-Anaheim, CA 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.



30,739

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

105

buyer sites per paving contractor, #1 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 Los Angeles

1

Biggest buyer pool

Restaurants: 9,358 sites

with 20 or more people, the largest buyer category in Los Angeles-Long Beach, ahead of retail stores (6,009).

2

Where the metro leans

Close to the national mix

No buyer category in Los Angeles-Long Beach sits 20% or more above its national share, so lead with the biggest pools rather than a specialty.

3

Most room

Paving & Asphalt: #1 of 94 markets

105 buyer sites with 20+ people for each of 176 local paving contractors. The most crowded is managed service providers, #26 of 100.

4

Biggest reason to call

LA Convention Center Expansion, $2.6B

Under construction: Olympic-ready spring 2028, complete 2029. One of 8 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 sources as of 2026-07; U.S. Bureau of Labor Statistics,

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Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Los Angeles-Long Beach

30,739 business sites in Los Angeles-Long Beach have 20 or more people on site in the categories commercial trades sell to. That ranks #2 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 Los Angeles-Long Beach, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**9,358**	32,100	0.71x	+1,038
Retail stores	**6,009**	38,838	0.59x	+339
Manufacturing plants	**3,628**	14,403	0.67x	+52
Wholesale distributors	**3,264**	27,945	0.69x	+309
Medical, dental and outpatient offices	**3,139**	42,669	0.97x	+2,269
Grocery stores	**1,347**	6,219	0.66x	+146
Senior living and nursing	**1,156**	3,716	0.68x	+40
Bank and credit union offices	**701**	6,643	0.51x	+78
Private K-12 schools	**653**	1,114	0.55x	+28
Hotels	**599**	1,770	0.48x	+52

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.

No category in Los Angeles-Long Beach sits 20% or more above its national share, so the market rewards trades that sell to the biggest pools rather than a niche.

It is thinner than the U.S. mix in golf courses and country clubs (0.23x) and hospitals (0.24x). 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 (+2,269), restaurants (+1,038) and retail stores (+339). New sites have no incumbent vendor yet.

The metro

Los Angeles-Long Beach-Anaheim, CA: 2 counties in this report's counts.

Los Angeles County holds 72% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Los Angeles-Long Beach

COUNTY	SITES WITH 20+	SHARE OF METRO
Los Angeles County START HERE	**22,076**	72%
Orange County	**8,636**	28%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 27 of the metro's 30,739 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Los Angeles

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 Los Angeles figure is ranked against the other markets we track.

How Los Angeles 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	**#1 of 94**	105	176	-5
Commercial Flooring	**#1 of 68**	168	80	-2
Commercial Roofing	**#2 of 89**	163	118	+3
Commercial Landscaping	**#3 of 100**	8.7	2,206	+109
Commercial Electrical	**#8 of 100**	15	1,035	+13
Commercial Painting & Coatings	**#7 of 86**	100	199	+7
Commercial HVAC & Mechanical	**#10 of 100**	15	772	+16
Commercial Cleaning & Janitorial	**#13 of 100**	5.3	2,568	+69
Commercial Construction	**#20 of 100**	6.5	1,693	+25
Fire Protection	**#20 of 96**	58	364	-6
Managed Service Providers	**#26 of 100**	4.0	4,339	+248

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 (#1), commercial flooring (#1) and commercial roofing (#2) rank best in Los Angeles. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Managed service providers is the most crowded trade here, #26 of 100: 4.0 buyer sites for each of 4,339 local managed service providers. Winning there takes a sharper reason to switch than a lower price.

Fire protection (-6) and paving & asphalt (-5) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+248) and commercial landscaping (+109) added them.

Open programs

Our availability workbook does not cover Los Angeles 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

8 named, sourced projects and 6 anchor owners in Los Angeles-Long Beach. 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 · $2.6B

LA Convention Center Expansion

Under construction: Olympic-ready spring 2028, complete 2029

A 190,000 sq ft exhibit-hall expansion creating a contiguous 750,000+ sq ft hall, plus new meeting and multipurpose space.

HVAC · electrical · fire protection · cleaning · construction

engineering.lacity.gov

02 · $9.5B

Metro D Line Subway Extension

Section 1 open (May 2026); Sections 2 and 3 targeted 2027

Three-section subway push to Westwood ahead of the Games, station finishes, systems, and life-safety work still ahead.

fire protection · construction

metro.net

03 · Multi-billion program

LAX SkyLink People Mover & Modernization

System testing, opening 2026 ahead of the World Cup

A 2.25-mile, six-station automated people mover plus terminal modernization across the airport.

paving · construction

lawa.org

04 · $8.7B to $39.5B in LA County

Hospital Seismic Compliance Wave

Hard state deadline: January 1, 2030

All acute-care hospitals must be operational post-earthquake by 2030. 73 LA County campuses affected; Harbor-UCLA's $1.7B replacement is already underway.

HVAC · electrical · fire protection · construction

labusinessjournal.com

05 · Largest urban mixed-use build in the western U.S.

SoFi Stadium & Hollywood Park

World Cup pitch conversion underway; LA28 broadcast center planned

Eight FIFA World Cup matches in 2026, then the LA28 International Broadcast Center, atop a ~300-acre district still building out.

paving · cleaning · construction · landscaping

hollywoodparkca.com

06 · Value not disclosed

UCLA Research Park

Build-outs begin 2026; first occupancies late 2027

A 1.3M sq ft immunology and quantum research campus in the former Westside Pavilion, lab-grade mechanical, electrical, and fire systems.

HVAC · electrical · fire protection · construction

newsroom.ucla.edu

07 · $302M capex (up 31% YoY)

Port of Los Angeles Capital Program

FY2026/27, highest capital spend in a decade

Pedestrian bridge, rail expansion, and interchange work across the port complex.

construction · paving · electrical

portoflosangeles.org

08 · Up to $4B in contracts

LA28 Olympics Program

Contracting now, no new permanent venues

Temporary overlay across 15+ venues: structures, power, HVAC, and event-cycle services. City officials have publicly urged local firms to compete for this work.

HVAC · electrical · construction

la28.org

Projects current as of 2026-07; 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 Los Angeles-Long Beach. One relationship with a facilities team here can cover many buildings.

Health system · Pasadena, Los Angeles County

Kaiser Permanente Southern California

Health system · Los Angeles, Los Angeles County

Cedars-Sinai Medical Center

Kaiser Permanente lists 16 hospitals, 201 medical offices and 92,784 employees for its Pasadena-headquartered Southern California region, which includes the Metro Los Angeles and Orange County markets.

> Hospitals and medical office buildings spread across Los Angeles and Orange counties each run HVAC plants, sprinkler systems and patient-area floors with daily cleaning needs.

HVAC · fire protection · cleaning · flooring · electrical

Kaiser Permanente

Wikipedia, with citations, says Cedars-Sinai has a staff of over 2,000 physicians and 10,000 employees.

> A dense medical campus of patient towers, research buildings and parking structures carries heavy mechanical, electrical and life-safety maintenance.

HVAC · electrical · fire protection · cleaning

Wikipedia

Campus · Los Angeles, Los Angeles County

University of California, Los Angeles (UCLA)

UCLA's facts and figures page lists total enrollment of 46,678: 33,040 undergraduate and 13,638 graduate students.

> The Westwood campus packs classroom, lab, residence hall and athletic buildings with parking structures that need cleaning, mechanical service and flooring work.

cleaning · HVAC · flooring · painting

UCLA

Major employer · Anaheim, Orange County

Disneyland Resort

Wikipedia, citing the City of Anaheim's 2024 Annual Comprehensive Financial Report, lists Disneyland Resort as Anaheim's largest employer with 36,000 employees.

> Theme parks, resort hotels, the Downtown Disney district and parking facilities operate daily, with heavy cleaning, painting, HVAC and paving needs.

cleaning · painting · HVAC · paving · landscaping

Wikipedia

Industrial park · City of Industry, Los Angeles County

City of Industry

The City of Industry says its Industry Business Council represents over 3,000 businesses including manufacturing, wholesale, distribution and logistics.

Public owner · Los Angeles, Los Angeles County

County of Los Angeles

The County's FY 2026-27 adopted budget is $54.2 billion, with 115K+ budgeted positions across 39 county departments.

A city built almost entirely for warehouses, plants and distribution centers means constant demand for roofing, dock paving, lighting and sprinkler work.

roofing · paving · electrical · fire protection · construction

City of Industry

County departments run hospitals, courthouses, libraries, parks, fire stations and office buildings across the county, each with mechanical, roofing and grounds needs.

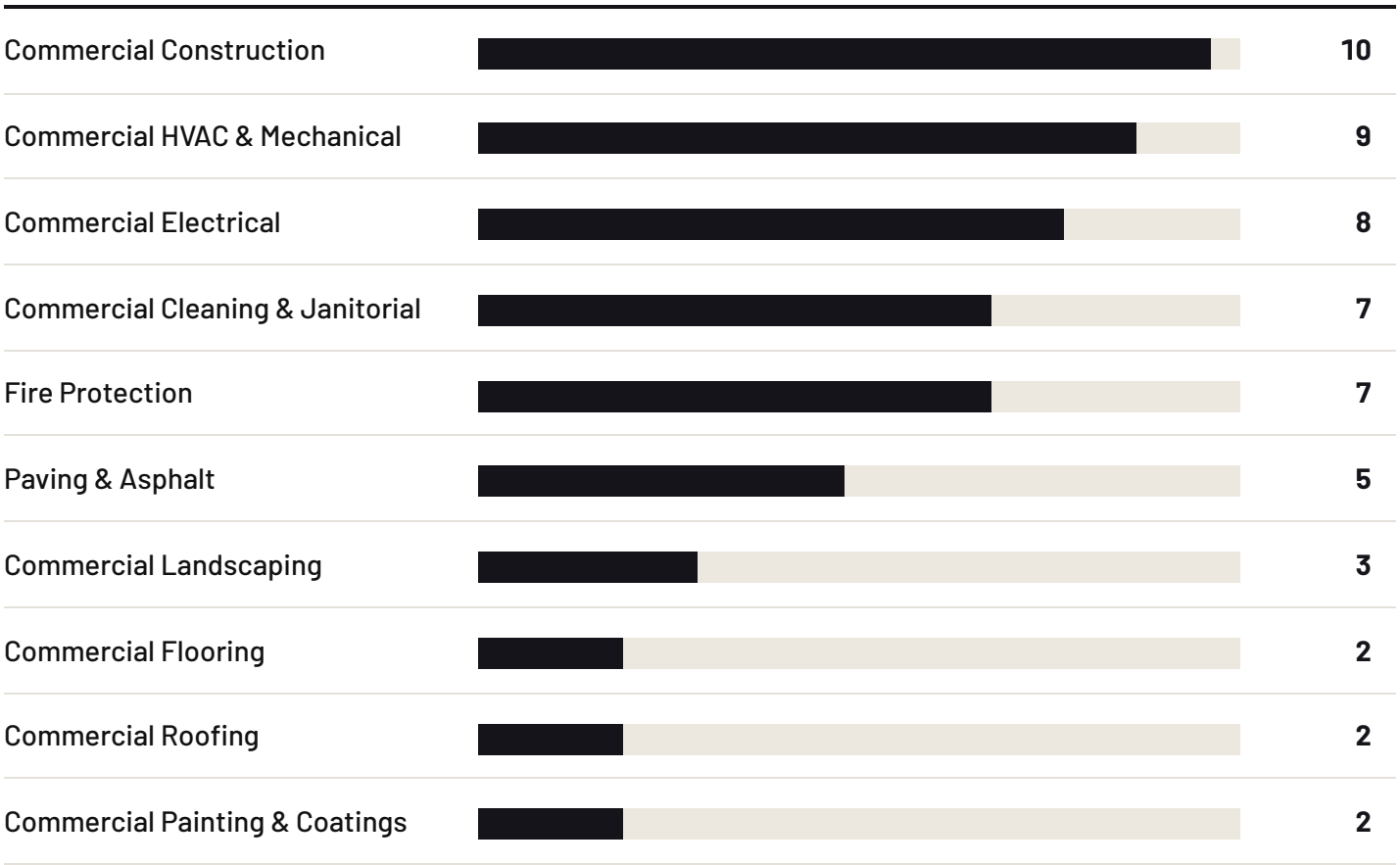
HVAC · roofing · landscaping · cleaning · construction

Los Angeles County Chief Executive Office

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, Los Angeles-Long Beach



TRADE	PROJECTS AND OWNERS
Commercial Construction	10
Commercial HVAC & Mechanical	9
Commercial Electrical	8
Commercial Cleaning & Janitorial	7
Fire Protection	7
Paving & Asphalt	5
Commercial Landscaping	3
Commercial Flooring	2
Commercial Roofing	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 Los Angeles selling calendar

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

Los Angeles 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	6	12	6	0	0	0	0	2	2	5	0	0
Cooling degree days average month	10	7	16	30	71	156	295	324	242	102	23	2
Heating degree days average month	350	306	269	186	102	27	1	0	6	60	200	366
Average high (°F) average month	64	65	67	71	75	81	86	88	85	78	70	64

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 8 hail reports of 1 inch or larger and 25 damaging wind reports across the metro's counties from 2015 to 2024: #86 of 100 markets for hail and #86 for wind. January, February and March carried 73% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,277 cooling degree days a year (#43 of 97 markets) and 1,872 heating degree days (#80 of 97). Cooling load peaks in July, August and September; heating in January, February, March, April, 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.

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.

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 Los Angeles, 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 Los Angeles program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Los Angeles-Long Beach-Anaheim territory.

32,337
Commercial Roofing

32,337
Commercial Construction

16,081
Commercial HVAC & Mechanical

10,053
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 Los Angeles

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

The salary is the smallest part of the decision. About 50,470 people hold the role in the Los Angeles-Long Beach-Anaheim, CA 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 Los Angeles 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 Los Angeles County**
  72% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 30,739 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It belongs to an anchor owner or a named project**
  Kaiser Permanente Southern California, Cedars-Sinai Medical Center, University of California, Los Angeles (UCLA) and Disneyland Resort.
- [ ] **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 California 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: 9,358 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: 6,009 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.

Manufacturing plants: 3,628 sites here

From our roofing talk track. Downtime and work around production. Phased work and night or weekend scheduling matter here.

1. **Where are the leaks showing up, and are any over production lines or electrical equipment?**
   Leaks over production raise the stakes and move a repair from nice to have to urgent.

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. **How much equipment is on the roof, and has anything been added recently?**
   Rooftop equipment and new penetrations are where roofs fail and where a maintenance program pays off.
3. **How old is the roof, and has anyone given you a condition report on it?**
   A missing condition report is an opening for an inspection the plant engineer can take to management.
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.

- [ ] **LA Convention Center Expansion**
  Under construction: Olympic-ready spring 2028, complete 2029. A 190,000 sq ft exhibit-hall expansion creating a contiguous 750,000+ sq ft hall, plus new meeting and multipurpose space.
- [ ] **Metro D Line Subway Extension**
  Section 1 open (May 2026); Sections 2 and 3 targeted 2027. Three-section subway push to Westwood ahead of the Games, station finishes, systems, and life-safety work still ahead.
- [ ] **LAX SkyLink People Mover & Modernization**
  System testing, opening 2026 ahead of the World Cup. A 2.25-mile, six-station automated people mover plus terminal modernization across the airport.
- [ ] **Hospital Seismic Compliance Wave**
  Hard state deadline: January 1, 2030. All acute-care hospitals must be operational post-earthquake by 2030. 73 LA County campuses affected; Harbor-UCLA's $1.7B replacement is already underway.

- [ ] **SoFi Stadium & Hollywood Park**

  World Cup pitch conversion underway; LA28 broadcast center planned. Eight FIFA World Cup matches in 2026, then the LA28 International Broadcast Center, atop a ~300-acre district still building out.

- [ ] **UCLA Research Park**

  Build-outs begin 2026; first occupancies late 2027. A 1.3M sq ft immunology and quantum research campus in the former Westside Pavilion, lab-grade mechanical, electrical, and fire systems.

- [ ] **Storm season: January, February and March**

  73% of the 33 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: 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 2,269 more medical, dental and outpatient offices in Los Angeles-Long Beach than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 1,038 more restaurants in Los Angeles-Long Beach 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

- [ ] Start in Los Angeles County, which holds 72% 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 Kaiser Permanente Southern California and Cedars-Sinai Medical Center at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for California 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: LA Convention Center 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 Los Angeles 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, Los Angeles-Long Beach-Anaheim, CA.
- 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 2026-07.
- 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 Los Angeles-Long Beach-Anaheim 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: Downtown Los Angeles skyline at sunset, by Jesus Curiel 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 Los Angeles

Territory
Check whether your trade is open in Los Angeles

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in San Diego

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