Market report · Louisville/Jefferson County, KY-IN

The State of Outbound Sales in Louisville, 2026

How outbound selling looks across the Louisville/Jefferson County, KY-IN 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.

3,573
business sites with 20+ people across the categories trades sell to, #42 of our 100 metros

12
buyer sites per mechanical contractor, #23 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 Louisville

1

Biggest buyer pool

Restaurants: 1,028 sites

with 20 or more people, the largest buyer category in Louisville/Jefferson County, ahead of retail stores (672).

2

Where the metro leans

Warehousing and distribution: 2.03x the U.S. mix

Also over-represented: colleges and universities (1.72x) and hospitals (1.58x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial HVAC & Mechanical: #23 of 100 markets

12 buyer sites with 20+ people for each of 110 local mechanical contractors. The most crowded is commercial roofing, #78 of 89.

4

Biggest reason to call

Ford Kentucky Truck Plant paint shop, $1 billion

Groundbreaking planned by end of 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.

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of

Contents

01 THE MARKET
Who buys in Louisville/Jefferson County

02 THE COMPETITION
Which trades have the most room in Louisville

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

04 THE CALENDAR
The Louisville selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

06 BUILD OR BUY
What an in-house SDR costs in Louisville

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 Louisville/Jefferson County

3,573 business sites in Louisville/Jefferson County have 20 or more people on site in the categories commercial trades sell to. That ranks #42 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 Louisville/Jefferson County, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,028**	2,605	1.02x	+62
Retail stores	**672**	4,154	1.08x	-51
Manufacturing plants	**530**	1,222	1.47x	+84
Medical, dental and outpatient offices	**402**	2,991	1.11x	+82
Wholesale distributors	**303**	1,375	1.13x	-32
Senior living and nursing	**169**	403	0.86x	0
Grocery stores	**97**	602	1.07x	-1
Trucking companies	**89**	531	1.03x	-9
Hotels	**75**	211	0.95x	+7
Auto dealerships	**74**	204	1.23x	-8

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.

Louisville/Jefferson County leans toward warehousing and distribution (2.03x), colleges and universities (1.72x) and hospitals (1.58x). 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 private K-12 schools (0.57x) and churches and religious organizations (0.58x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: manufacturing plants (+84), medical, dental and outpatient offices (+82) and restaurants (+62). New sites have no incumbent vendor yet.

The metro

Louisville/Jefferson County, KY-IN: 12 counties in this report's counts.

Jefferson County, Clark County and Floyd County hold 82% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Louisville/Jefferson County

COUNTY	SITES WITH 20+	SHARE OF METRO
Jefferson County START HERE	**2,333**	65%
Clark County, Indiana	**381**	11%
Floyd County, Indiana	**208**	6%
Shelby County	**100**	3%
Bullitt County	**98**	3%
Nelson County	**88**	2%

COUNTY	SITES WITH 20+	SHARE OF METRO
Oldham County	**75**	2%
Harrison County, Indiana	**39**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 200 of the metro's 3,573 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Louisville

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 Louisville figure is ranked against the other markets we track.

How Louisville 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 HVAC & Mechanical MOST ROOM	**#23 of 100**	12	110	-4
Paving & Asphalt	**#24 of 94**	51	34	+1
Commercial Cleaning & Janitorial	**#41 of 100**	4.1	368	-8
Fire Protection	**#41 of 96**	46	47	+2
Commercial Electrical	**#46 of 100**	11	156	0
Commercial Construction	**#53 of 100**	4.6	254	+2
Commercial Painting & Coatings	**#63 of 86**	54	35	0
Commercial Landscaping	**#74 of 100**	3.1	570	+13
Managed Service Providers	**#85 of 100**	1.6	1,245	-14
Commercial Roofing	**#78 of 89**	44	41	+2

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 HVAC & mechanical (#23), paving & asphalt (#24) and commercial cleaning & janitorial (#41) rank best in Louisville. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial roofing is the most crowded trade here, #78 of 89: 44 buyer sites for each of 41 local commercial roofing contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-14) and commercial cleaning & janitorial (-8) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+13) and fire protection (+2) added them.

Not ranked here: commercial flooring (8 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 Louisville 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 Louisville/Jefferson County. 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 · $1 billion

Ford Kentucky Truck Plant paint shop

Groundbreaking planned by end of 2026

A new paint shop to replace the existing one at Ford's Kentucky Truck Plant in Louisville, part of about $5 billion in Ford investments in Kentucky.

> Automotive paint shops are among the most mechanical- and electrical-intensive industrial buildings, with large air handling, exhaust and fire suppression systems, and construction starting late 2026 means subcontract buying through 2027.

HVAC · electrical · fire protection · roofing · construction

The Lane Report, 2026-09-10

02 · $1 billion

GE Appliances Appliance Park modernization

Announced; Building 5 conversion starts 2027

A three-building modernization at Appliance Park in Louisville: a $400-million-plus conversion of Building 5 to dryer production, a $112 million redesign in Building 1 and a previously announced $490 million in Building 2 for front-load washers.

> Building 5's 9 to 12 month conversion after refrigerator production ends in early 2027 means a concentrated window of electrical, mechanical, floor and fire protection work inside an operating campus.

electrical · HVAC · flooring · fire protection

The Lane Report, 2026-09-02

03 · $280 million

University of Louisville Health Sciences Building

Under construction; completion 2029

A six-story, 257,000-square-foot building along Preston Street between Chestnut and Gray on UofL's Health Sciences Center campus, housing dentistry, medicine, nursing and public health programs, with Messer Construction as general contractor.

> Simulation suites, research labs and dental clinics carry dense mechanical, electrical and fire protection scopes over a three-year build, followed by finish work and custodial service.

HVAC · electrical · fire protection · flooring · cleaning

UofL News, 2026-04-21

04 · $180 million

Kentucky Exposition Center Phase I exhibit building

Topped out; completion end of 2026

A 350,000-square-foot Class A exhibit building on the northwest side of the Kentucky Exposition Center in Louisville, with Calhoun Construction Services as construction manager and a $213 million Phase II planned.

> Finish work runs through the end of 2026 with events starting in 2027, and the $213 million second phase plus year-round event use create follow-on construction, cleaning and paving work.

electrical · HVAC · cleaning · paving

The Lane Report, 2026-02-23

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 Louisville/Jefferson County. One relationship with a facilities team here can cover many buildings.

Health system · Louisville, Jefferson County

Norton Healthcare

Norton Healthcare reports six Louisville hospitals with a combined 1,907 licensed beds, three Southern Indiana hospitals with 347 licensed beds, and nearly 24,000 employees.

Campus · Louisville, Jefferson County

University of Louisville

UofL lists 25,000 enrolled students, 3 campuses and about 7,000 faculty and staff.

> Three campuses, including the health sciences campus downtown, run classroom, lab, housing and athletic buildings that need cleaning, HVAC and grounds work.

> Nine hospitals and more than 480 locations across Kentucky and Southern Indiana each carry mechanical, life-safety, cleaning and grounds work.

HVAC · cleaning · fire protection · flooring · roofing

Norton Healthcare

cleaning · HVAC · landscaping · flooring

University of Louisville

Major employer · Louisville, Jefferson County

UPS Worldport

UPS Worldport is a 5.2 million square foot hub that sorts roughly 400,000 packages every hour with over 7,000 employees and 155 miles of conveyor.

> A 5.2 million square foot sort facility with ramps and employee parking carries heavy electrical, roofing, fire protection and paving needs.

electrical · roofing · fire protection · paving · cleaning

AirlineGeeks

Major employer · Louisville, Jefferson County

Ford Louisville Assembly Plant

The 3-million-square-foot plant is undergoing a $2 billion overhaul to build electric vehicles on Ford's Universal EV Production System.

> A converted 3-million-square-foot assembly plant carries electrical, mechanical, coatings and fire protection scopes as production retools.

electrical · HVAC · fire protection · painting · construction

Work Truck Online

Airport · Louisville, Jefferson County

Louisville Muhammad Ali International Airport (SDF)

SDF reports 4.59 million total passengers in 2025 and a record of nearly 7.5 billion pounds of cargo handled that year.

> Terminal, parking and airfield buildings run by the Louisville Regional Airport Authority need cleaning, HVAC and pavement work.

cleaning · HVAC · paving · electrical

Industrial park · Jeffersonville, Clark County, Indiana

River Ridge Commerce Center

River Ridge is a 6,000-acre commerce park along I-265 with 12,675 employed individuals onsite in 2024.

> Manufacturing, distribution and data center buildings in one park share needs for roofing, paving, electrical and sprinkler work.

roofing · paving · electrical · fire protection · construction

Louisville Muhammad Ali International Airport	The Lane Report

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, Louisville/Jefferson County

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		8
Commercial Electrical		8
Fire Protection		7
Commercial Cleaning & Janitorial		6
Paving & Asphalt		4
Commercial Roofing		4
Commercial Flooring		4
Commercial Construction		3
Commercial Painting & Coatings		1
Commercial Landscaping		1

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

04

Chapter 04 The calendar

The Louisville selling calendar

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

Louisville by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	9	10	102	124	179	210	225	70	13	9	8	27
Cooling degree days average month	0	0	8	11	109	252	354	319	153	19	0	0
Heating degree days average month	993	793	616	284	103	5	1	2	46	267	586	871
Average high (°F) average month	42	47	56	68	76	84	87	86	80	69	56	46

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 214 hail reports of 1 inch or larger and 772 damaging wind reports across the metro's counties from 2015 to 2024: #22 of 100 markets for hail and #17 for wind. May, June and July carried 62% of the reports. Storm calls are a real door-opener here, and the contractor who is already known before the season gets the inspection.

The metro averages 1,225 cooling degree days a year (#45 of 97 markets) and 4,568 heating degree days (#47 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.

> "Roofing demand spikes after hail and wind events, when owners want an inspection and documentation for their insurer, so be the known contractor before the storm, not one of many calling after it. Planned work follows each owner's budget: inspections feed capital requests, and replacements are approved ahead of installation. Outbound runs every month, keyed to each building's roof age and budget date."
>
> — How roofing timing works, from our roofing 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 Louisville, 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 Louisville program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Louisville/Jefferson County-Elizabethtown-Madison territory.

3,646
Commercial Roofing

3,646
Commercial Construction

1,488
Commercial HVAC & Mechanical

1,157
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 Louisville

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

The salary is the smallest part of the decision. About 5,190 people hold the role in the Louisville/Jefferson County, KY-IN 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 Louisville 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 Jefferson County, Clark County and Floyd County**
  82% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 3,573 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Louisville over-indexes on**
  warehousing and distribution (2.03x the U.S. mix), colleges and universities (1.72x the U.S. mix) and hospitals (1.58x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Norton Healthcare, University of Louisville, UPS Worldport and Ford Louisville Assembly Plant.
- [ ] **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 Kentucky before you dial.

0 of 6 checked

TOOL 02

Discovery question bank

Ask fewer, better questions. Pick three or four for the call and save the rest for the meeting. Each one comes with the reason it earns its place.

Restaurants: 1,028 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: 672 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: 530 sites here

From our HVAC talk track. Production uptime and energy. Ask how cooling issues affect the line.

1. **Where does cooling or ventilation actually touch production, in process cooling, make-up air or the control rooms?**
   This separates comfort cooling from equipment that affects output, and output is where the plant spends money quickly.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

2. **When was the last time a mechanical issue slowed or stopped a line?**
   A recent incident gives you the cost of failure in the plant's own words, which justifies a preventative program.

3. **When are your planned shutdowns, and does HVAC work get scheduled into them?**
   Shutdown windows are when real work gets done, so knowing them tells you when a proposal needs to be approved.

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.

- [ ] **Ford Kentucky Truck Plant paint shop**
  Groundbreaking planned by end of 2026. Automotive paint shops are among the most mechanical- and electrical-intensive industrial buildings, with large air handling, exhaust and fire suppression systems, and construction starting late 2026 means subcontract buying through 2027.

- [ ] **GE Appliances Appliance Park modernization**
  Announced; Building 5 conversion starts 2027. Building 5's 9 to 12 month conversion after refrigerator production ends in early 2027 means a concentrated window of electrical, mechanical, floor and fire protection work inside an operating campus.

- [ ] **University of Louisville Health Sciences Building**
  Under construction; completion 2029. Simulation suites, research labs and dental clinics carry dense mechanical, electrical and fire protection scopes over a three-year build, followed by finish work and custodial service.

- [ ] **Kentucky Exposition Center Phase I exhibit building**
  Topped out; completion end of 2026. Finish work runs through the end of 2026 with events starting in 2027, and the $213 million second phase plus year-round event use create follow-on construction, cleaning and paving work.

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

  62% of the 986 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 and August**

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

- [ ] **New sites: manufacturing plants**

  QCEW counted 84 more manufacturing plants in Louisville/Jefferson County 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 82 more medical, dental and outpatient offices in Louisville/Jefferson County than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 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 Jefferson County, Clark County and Floyd County, which hold 82% 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 Norton Healthcare and University of Louisville at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Kentucky 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: ford Kentucky Truck Plant paint shop.
- [ ] 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 Louisville 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, Louisville/Jefferson County, KY-IN.
- 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 Louisville/Jefferson County-Elizabethtown-Madison 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: Louisville skyline reflected in the Ohio River at dusk, by Chris Marlin 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 Louisville

Territory
Check whether your trade is open in Louisville

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Cincinnati

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