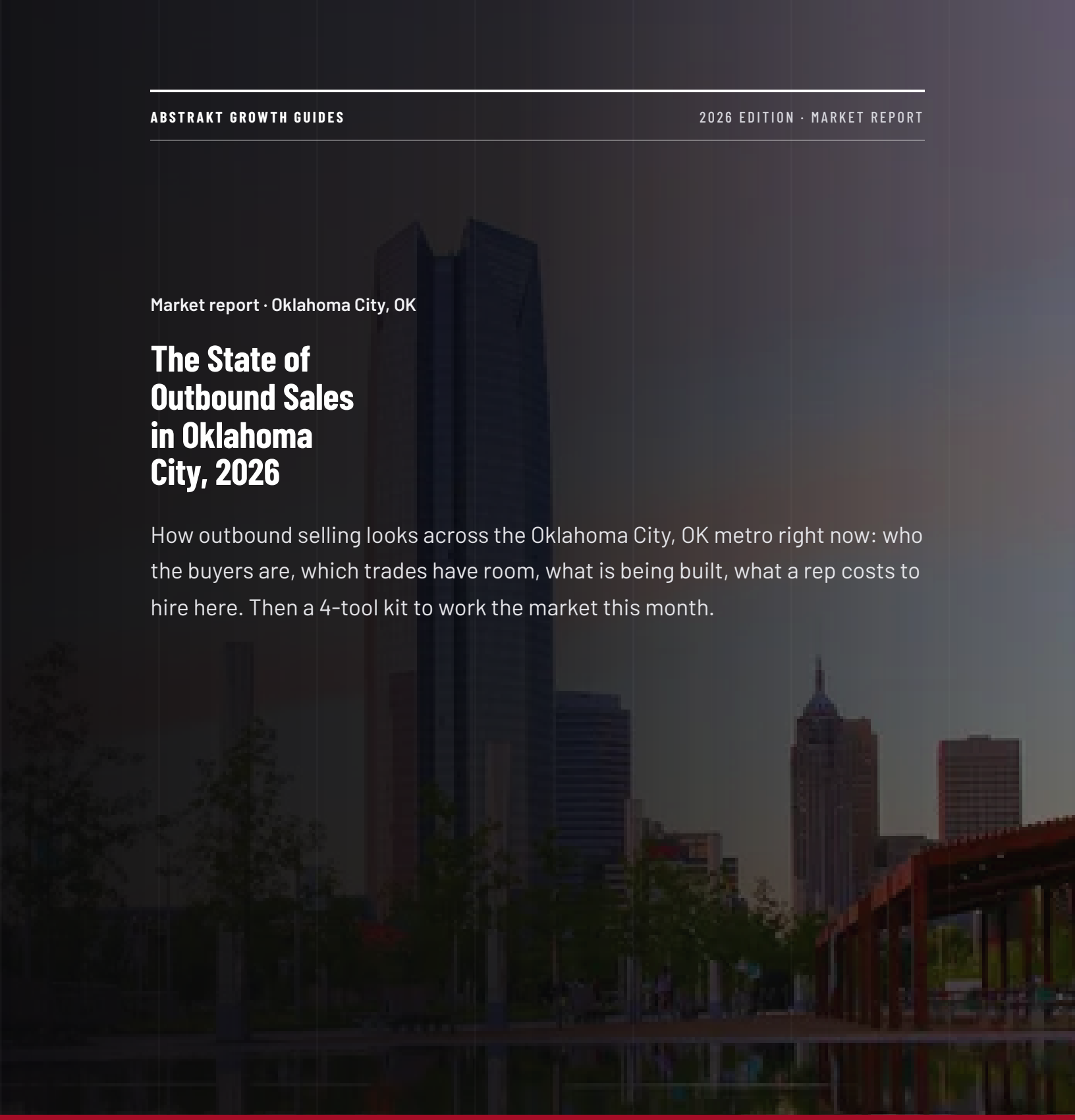


Market report · Oklahoma City, OK

The State of Outbound Sales in Oklahoma City, 2026

How outbound selling looks across the Oklahoma City, OK 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.

3,527

business sites with 20+ people across the categories trades sell to, #43 of our 100 metros

4.3

buyer sites per commercial landscaping contractor, #30 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 Oklahoma City

1

Biggest buyer pool

Restaurants: 1,187 sites

with 20 or more people, the largest buyer category in Oklahoma City, ahead of retail stores (738).

2

Where the metro leans

Commercial property managers: 2.10x the U.S. mix

Also over-represented: bank and credit union offices (1.39x) and medical, dental and outpatient offices (1.37x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #30 of 100 markets

4.3 buyer sites with 20+ people for each of 455 local commercial landscaping contractors. The most crowded is commercial construction, #99 of 100.

4

Biggest reason to call

Continental Coliseum, $900 million

Under construction; broke ground March 2026, opening 2028. One of 7 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 Oklahoma City

02 THE COMPETITION — Which trades have the most room in Oklahoma City

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

04 THE CALENDAR — The Oklahoma City selling calendar

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

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

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 Oklahoma City

3,527 business sites in Oklahoma City have 20 or more people on site in the categories commercial trades sell to. That ranks #43 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 Oklahoma City, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,187**	3,138	1.09x	+53
Retail stores	**738**	4,497	1.10x	-64
Medical, dental and outpatient offices	**347**	3,687	1.37x	+152
Manufacturing plants	**284**	1,023	0.80x	-44
Wholesale distributors	**284**	1,704	1.25x	+53
Senior living and nursing	**140**	276	0.73x	-8
Churches and religious organizations	**123**	889	0.34x	+2
Bank and credit union offices	**103**	899	1.39x	-26
Grocery stores	**98**	407	0.63x	0
Hotels	**91**	276	1.25x	-4

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.

Oklahoma City leans toward commercial property managers (2.10x), bank and credit union offices (1.39x) and medical, dental and outpatient offices (1.37x). 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 (0.34x) and hospitals (0.53x). 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 (+152), restaurants (+53) and wholesale distributors (+53). New sites have no incumbent vendor yet.

The metro

Oklahoma City, OK: 7 counties in this report's counts.

Oklahoma County, Cleveland County and Canadian County hold 91% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Oklahoma City

COUNTY	SITES WITH 20+	SHARE OF METRO
Oklahoma County START HERE	**2,414**	68%
Cleveland County	**554**	16%
Canadian County	**256**	7%
Grady County	**82**	2%
McClain County	**49**	1%
Logan County	**33**	1%

COUNTY	SITES WITH 20+	SHARE OF METRO
Lincoln County	**22**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 117 of the metro's 3,527 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Oklahoma City

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 Oklahoma City figure is ranked against the other markets we track.

How Oklahoma City 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	**#30 of 100**	4.3	455	-12
Commercial Cleaning & Janitorial	**#39 of 100**	4.2	313	-4
Commercial Flooring	**#27 of 68**	78	15	-3
Managed Service Providers	**#81 of 100**	1.7	1,023	+2
Commercial HVAC & Mechanical	**#88 of 100**	6.9	161	-2
Commercial Painting & Coatings	**#78 of 86**	44	41	+5
Paving & Asphalt	**#86 of 94**	27	71	+4
Fire Protection	**#90 of 96**	24	90	+1
Commercial Electrical	**#95 of 100**	5.8	262	-3
Commercial Roofing	**#87 of 89**	29	61	+2
Commercial Construction	**#99 of 100**	1.9	571	+14

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 (#30), commercial cleaning & janitorial (#39) and commercial flooring (#27) rank best in Oklahoma City. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial construction is the most crowded trade here, #99 of 100: 1.9 buyer sites for each of 571 local commercial general contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-12) and commercial cleaning & janitorial (-4) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial construction (+14) and commercial painting & coatings (+5) added them.

Open programs

Our availability workbook does not cover Oklahoma City 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

7 named, sourced projects and 7 anchor owners in Oklahoma City. 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 · $900 million

Continental Coliseum

Under construction; broke ground March 2026, opening 2028

A 750,000-square-foot arena for the Oklahoma City Thunder on the former Myriad Convention Center site in downtown Oklahoma City.

> The Flintco and Mortenson joint venture will release roofing, mechanical, electrical, fire protection and finish packages, including concourse, suite and court-level flooring, through 2028.

roofing · HVAC · electrical · fire protection · flooring

Engineering News-Record, 2026-04-06

02 · $121 million

MAPS 4 Multipurpose Stadium

Under construction; completion January 2028

A stadium of about 10,000 seats south of Oklahoma City Boulevard and east of Shields Boulevard in downtown Oklahoma City.

> An 18-month build means general contractor and subcontract packages for electrical, lighting, concessions HVAC and site paving through 2027, then event cleaning and grounds work.

electrical · HVAC · paving · cleaning · construction

News 9, 2026-06-01

03 · $179 million

McKesson Moore distribution center

Under construction; broke ground 2026

A highly automated 330,000-square-foot pharmaceutical distribution center in the North Moore Industrial Park in Moore, Cleveland County.

> Pharmaceutical warehouses need tight climate control, fire sprinklers, heavy electrical for automation, roofing and truck court paving.

HVAC · fire protection · electrical · roofing · paving

Greater Oklahoma City Chamber, 2026-07-16

04 · $1.1 billion

Rock Creek Entertainment District

Broke ground May 2026

A 269-acre mixed-use district in Norman with an 8,000-seat arena for University of Oklahoma events, hotels, retail and housing.

> Built in phases over several years, the district will bring site paving and landscaping first, then roofing, MEP and finish work on the arena, hotels and retail.

paving · landscaping · roofing · HVAC · electrical

Greater Oklahoma City Chamber, 2026-05-27

05 · $116 million

Oklahoma City Public Schools bond program and new Capitol Hill High School

Capitol Hill High School opened August 2026; other bond schools and additions continue

A 292,000-square-foot Capitol Hill High School on Oklahoma City's south side, the priciest project in OKCPS's nearly $1 billion 2022 bond, which also funds several other new schools and additions.

> The new school needs custodial and floor care contracts now, and the remaining bond schools carry general contractor, fire protection and flooring packages over the next few years.

construction · fire protection · flooring · cleaning

Oklahoma Watch, 2026-08-13

06 · $17 million

MAPS 4 Clara Luper Civil Rights Center

Broke ground July 22, 2026; opening 2028

A 17,694-square-foot civil rights center with exhibits, classrooms and an event hall south of the Freedom Center at N Martin Luther King Avenue and NE 24th Street in northeast Oklahoma City, built by Crossland Construction.

> A museum and event building means fire protection, exhibit-grade flooring and painting subcontracts through 2027, released by the general contractor.

construction · fire protection · flooring · painting

City of Oklahoma City, 2026-07-22

07 · $18.7 million

MAPS 4 Youth Center at Woodson Park

Construction started 2026; opening 2028

A 48,370-square-foot youth center at 3403 S. May Ave. in Woodson Park with a two-court gymnasium, classrooms, teaching kitchens and performing arts studios, operated by the Boys & Girls Clubs of Oklahoma County and built by Crossland Construction.

> Gym and classroom space brings athletic and resilient flooring, fire sprinklers and painting through 2027, then daily custodial needs once kids are in the building.

construction · fire protection · flooring · painting · cleaning

City of Oklahoma City, 2026-09-23

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 Oklahoma City. One relationship with a facilities team here can cover many buildings.

Health system · Oklahoma City, Oklahoma County

INTEGRIS Health

The Greater Oklahoma City Chamber's major employers list (updated October 2025) shows INTEGRIS Health with 10,000 employees.

Campus · Norman, Cleveland County

University of Oklahoma, Norman campus

OU's Norman campus had an unduplicated headcount of 32,662 students in fall 2025.

> A large residential campus with academic buildings, housing, athletic venues and research facilities.

> An Oklahoma City-based health system with hospitals, clinics and medical office buildings across the metro.

HVAC · cleaning · fire protection · electrical

Greater Oklahoma City Chamber

HVAC · cleaning · roofing · landscaping · painting

University of Oklahoma

Airport · Oklahoma City, Oklahoma County

OKC Will Rogers International Airport

The airport handled 4,605,097 total passengers in 2025.

> A city airport with a passenger terminal, parking garages, airfield pavement and air cargo facilities.

paving · cleaning · HVAC · electrical

Oklahoma City Airport Trust

Public owner · Midwest City area, Oklahoma County

Tinker Air Force Base

The Greater Oklahoma City Chamber's major employers list (updated October 2025) shows Tinker Air Force Base with 26,000 employees.

> An Air Force base and aircraft maintenance complex with hangars, shops, offices and airfield pavement.

HVAC · roofing · paving · electrical

Greater Oklahoma City Chamber

Industrial park · Midwest City, Oklahoma County

Tinker Business & Industrial Park

TBIP describes itself as home to a 40-plus member aerospace cluster of defense companies across two campus locations.

> Office and light industrial space leased to aerospace and defense firms near Tinker Air Force Base.

cleaning · HVAC · landscaping · electrical

Tinker Business & Industrial Park

Major employer · Oklahoma City, Oklahoma County

Hobby Lobby Stores

The Greater Oklahoma City Chamber's major employers list (updated October 2025) shows Hobby Lobby Stores Inc, headquartered locally, with 6,500 employees.

> A retail headquarters with office, manufacturing and distribution buildings in Oklahoma City.

cleaning · roofing · paving · fire protection

Greater Oklahoma City Chamber

Major employer · Oklahoma City, Oklahoma County

The Boeing Company

The Greater Oklahoma City Chamber's major employers list (updated October 2025) shows The Boeing Company with 3,740 employees.

> Aerospace engineering and maintenance offices and hangar facilities in the metro.

HVAC · electrical · cleaning · fire protection

Greater Oklahoma City Chamber

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, Oklahoma City

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Cleaning & Janitorial		9
Commercial Electrical		9
Fire Protection		8
Paving & Asphalt		6
Commercial Roofing		6
Commercial Flooring		4
Commercial Construction		4
Commercial Landscaping		3
Commercial Painting & Coatings		3

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

04

Chapter 04 The calendar

The Oklahoma City selling calendar

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

Oklahoma City 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	25	133	336	399	245	184	139	106	84	40	2
Cooling degree days average month	0	3	18	38	156	381	543	514	276	56	4	0
Heating degree days average month	811	619	424	183	37	1	0	1	20	149	447	752
Average high (°F) average month	50	55	64	73	80	88	94	93	85	74	62	52

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 890 hail reports of 1 inch or larger and 803 damaging wind reports across the metro's counties from 2015 to 2024: #2 of 100 markets for hail and #13 for wind. April, May and June carried 58% 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 1,991 cooling degree days a year (#23 of 97 markets) and 3,442 heating degree days (#58 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.

> "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 Oklahoma City, 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 Oklahoma City program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Oklahoma City-Shawnee territory.

3,522
Commercial Roofing

3,522
Commercial Construction

1,419
Commercial HVAC & Mechanical

1,084
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 Oklahoma City

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

The salary is the smallest part of the decision. About 4,350 people hold the role in the Oklahoma City, OK 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 Oklahoma City 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 Oklahoma County, Cleveland County and Canadian County**
  91% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 3,527 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Oklahoma City over-indexes on**
  commercial property managers (2.10x the U.S. mix), bank and credit union offices (1.39x the U.S. mix) and medical, dental and outpatient offices (1.37x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  INTEGRIS Health, University of Oklahoma, Norman campus, OKC Will Rogers International Airport and Tinker Air Force Base.
- [ ] **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 Oklahoma 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: 1,187 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: 738 sites here

From our landscaping talk track. Store appearance and snow safety. In shopping centers the landlord usually controls the contract, so qualify who buys.

1. **Is this a freestanding store, or does the shopping center landlord handle the grounds?**
   In centers the landlord usually buys, so this qualifies whether you are talking to the right company.
2. **Is grounds and snow bought store by store or through a regional or national program?**
   Regional programs need a different conversation and a different contact than a single store.
3. **How is snow and ice handled before the store opens?**
   Opening-time snow coverage is a safety and liability issue that gets attention fast.

Medical, dental and outpatient offices: 347 sites here

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

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.

1. **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.
2. **How are walkways and parking handled when it snows or ices over?**
   Patient access and slip risk are the strongest reasons a practice will act.
3. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.
3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.
4. **When does the current contract or budget come up for review?**
   Gives you the date to plan around, even when the answer today is no.
5. **What would make a first meeting worth your time?**
   Lets the buyer set the agenda, which is the agenda they will show up for.

TOOL 03

Trigger watchlist

Each of these changes gives a buyer a reason to take the call this month instead of next year. Tick the ones you will track, and set a news alert or CRM field for each so you hear about it first.

- [ ] **Continental Coliseum**
  Under construction; broke ground March 2026, opening 2028. The Flintco and Mortenson joint venture will release roofing, mechanical, electrical, fire protection and finish packages, including concourse, suite and court-level flooring, through 2028.
- [ ] **MAPS 4 Multipurpose Stadium**
  Under construction; completion January 2028. An 18-month build means general contractor and subcontract packages for electrical, lighting, concessions HVAC and site paving through 2027, then event cleaning and grounds work.
- [ ] **McKesson Moore distribution center**
  Under construction; broke ground 2026. Pharmaceutical warehouses need tight climate control, fire sprinklers, heavy electrical for automation, roofing and truck court paving.
- [ ] **Rock Creek Entertainment District**
  Broke ground May 2026. Built in phases over several years, the district will bring site paving and landscaping first, then roofing, MEP and finish work on the arena, hotels and retail.

- [ ] **Oklahoma City Public Schools bond program and new Capitol Hill High School**

  Capitol Hill High School opened August 2026; other bond schools and additions continue. The new school needs custodial and floor care contracts now, and the remaining bond schools carry general contractor, fire protection and flooring packages over the next few years.

- [ ] **MAPS 4 Clara Luper Civil Rights Center**

  Broke ground July 22, 2026; opening 2028. A museum and event building means fire protection, exhibit-grade flooring and painting subcontracts through 2027, released by the general contractor.

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

  58% of the 1,693 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 152 more medical, dental and outpatient offices in Oklahoma City than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 53 more restaurants in Oklahoma City 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 Oklahoma County, Cleveland County and Canadian County, which hold 91% of the larger business sites.
- [ ] 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 INTEGRIS Health and University of Oklahoma, Norman campus at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Oklahoma 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: continental Coliseum.
- [ ] 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 Oklahoma City 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, Oklahoma City, OK.
- 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 Oklahoma City-Shawnee 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 Oklahoma City towers reflected in water at sunset, by Alan Villegas 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 Oklahoma City

Territory
Check whether your trade is open in Oklahoma City

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Tulsa

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