Market report · Phoenix-Mesa-Chandler, AZ

The State of Outbound Sales in Phoenix, 2026

How outbound selling looks across the Phoenix-Mesa-Chandler, AZ 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.

11,327

business sites with 20+ people across the categories trades sell to, #11 of our 100 metros

5.7

buyer sites per commercial landscaping contractor, #12 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 Phoenix

1

Biggest buyer pool

Restaurants: 3,672 sites

with 20 or more people, the largest buyer category in Phoenix-Mesa, ahead of retail stores (2,446).

2

Where the metro leans

Private K-12 schools: 1.55x the U.S. mix

Also over-represented: wholesale distributors (1.34x) and medical, dental and outpatient offices (1.30x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #12 of 100 markets

5.7 buyer sites with 20+ people for each of 1,099 local commercial landscaping contractors. The most crowded is commercial construction, #78 of 100.

4

Biggest reason to call

TSMC Arizona expansion (additional fabs, advanced packaging and R&D center), $165 billion

Under construction (third fab broke ground April 2025). One of 5 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.

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

01

Chapter 01 The market

Who buys in Phoenix-Mesa

11,327 business sites in Phoenix-Mesa have 20 or more people on site in the categories commercial trades sell to. That ranks #11 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 Phoenix-Mesa, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**3,672**	9,383	0.99x	-79
Retail stores	**2,446**	11,620	0.87x	-358
Medical, dental and outpatient offices	**1,345**	12,284	1.30x	-37
Manufacturing plants	**992**	3,115	0.86x	+50
Wholesale distributors	**828**	4,815	1.34x	-544
Senior living and nursing	**413**	1,762	1.11x	-101
Grocery stores	**384**	1,176	0.59x	-23
Bank and credit union offices	**319**	2,471	1.23x	-156
Hotels	**239**	491	0.77x	+32
Private K-12 schools	**235**	418	1.55x	-1

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.

Phoenix-Mesa leans toward private K-12 schools (1.55x), wholesale distributors (1.34x) and medical, dental and outpatient offices (1.30x). 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 (0.35x) and grocery stores (0.59x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: manufacturing plants (+50), apartment and residential property managers (+37) and hotels (+32). New sites have no incumbent vendor yet.

The metro

Phoenix-Mesa-Chandler, AZ: 2 counties in this report's counts.

Maricopa County holds 96% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Phoenix-Mesa

COUNTY	SITES WITH 20+	SHARE OF METRO
Maricopa County START HERE	**10,882**	96%
Pinal County	**410**	4%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 35 of the metro's 11,327 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Phoenix

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 Phoenix figure is ranked against the other markets we track.

How Phoenix 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	**#12 of 100**	5.7	1,099	-37
Commercial Cleaning & Janitorial	**#23 of 100**	4.7	904	-5
Commercial Roofing	**#23 of 89**	81	70	-2
Commercial Flooring	**#24 of 68**	80	49	-3
Commercial Painting & Coatings	**#47 of 86**	66	91	0
Paving & Asphalt	**#52 of 94**	39	153	+5
Commercial HVAC & Mechanical	**#62 of 100**	8.7	427	+2
Fire Protection	**#67 of 96**	36	188	-9
Managed Service Providers	**#70 of 100**	2.1	2,940	-180
Commercial Electrical	**#77 of 100**	8.3	579	-4
Commercial Construction	**#78 of 100**	3.3	912	+4

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 (#12), commercial cleaning & janitorial (#23) and commercial roofing (#23) rank best in Phoenix. 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, #78 of 100: 3.3 buyer sites for each of 912 local commercial general contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-180) and commercial landscaping (-37) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Paving & asphalt (+5) and commercial construction (+4) added them.

Open programs

Our availability workbook does not cover Phoenix 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

5 named, sourced projects and 6 anchor owners in Phoenix-Mesa. 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 · $165 billion

TSMC Arizona expansion (additional fabs, advanced packaging and R&D center)

Under construction (third fab broke ground April 2025)

TSMC is adding three more chip fabs, two advanced packaging facilities and an R&D center to its north Phoenix campus, bringing its announced Arizona investment to $165 billion.

> Fab construction carries heavy process piping, cleanroom HVAC, high-voltage electrical and fire protection scopes for years, and each phase that finishes adds ongoing maintenance, specialty cleaning and flooring work across the campus.

HVAC · electrical · fire protection · cleaning · construction

Greater Phoenix In Business Magazine, 2025-03-04

02 · $1.9 billion

Mayo Clinic Phoenix campus expansion

Design and early construction, completion expected 2031

A 1.2 million square foot expansion of Mayo Clinic's campus near 56th Street and Mayo Boulevard in north Phoenix, with a new procedural building, a five-floor addition to the Specialty Building, 11 operating rooms and 48 beds.

> Operating rooms and procedural space need precise HVAC, medical-grade electrical and fire protection, and phased openings through 2031 create recurring bid windows for interior finishes, flooring and healthcare cleaning contracts.

HVAC · electrical · fire protection · flooring · cleaning

Arizona's Family (azfamily.com), 2025-03-03

03 · 200,000 sq ft

ASU Health Headquarters, Phoenix Bioscience Core

Under construction (broke ground April 2026), opening fall 2028

A 200,000 square foot building in the downtown Phoenix Bioscience Core that will house ASU Health, the John Shufeldt School of Medicine and Medical Engineering and the School of Technology for Public Health, with HonorHealth co-locating.

> Teaching labs and clinical space drive mechanical, electrical and fire protection work now, followed by flooring, painting and long-term janitorial contracts as the building opens in 2028.

HVAC · electrical · fire protection · flooring · painting

KTAR News, 2026-04-10

04

Project Baccara data center campus

County military-compatibility permit approved 2026; Glendale annexation pending

A planned data center campus on 160 acres in unincorporated Maricopa County off Olive Avenue north of Luke Air Force Base, proposed by Takanock LLC.

> If it proceeds, data center halls bring large electrical, cooling and fire suppression packages, plus site paving and landscaping; contractors should watch the Glendale annexation decision as the next signal.

electrical · HVAC · fire protection · paving · landscaping

ABC15 Arizona (via Phoenix Business Journal), 2026-09-23

05 · 180,000 sq ft

Ten56 industrial development

In plan review, completion targeted August 2027

A 180,000 square foot divisible industrial building from STAG Industrial and Becknell Industrial at 56th Street and Chandler Boulevard in west Chandler.

> Tilt-up industrial shells need roofing, paving and fire sprinkler work during construction, then tenant improvements bring electrical and HVAC scopes as space leases to logistics or semiconductor users.

roofing · paving · fire protection · electrical

KTAR News, 2026-06-14

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 Phoenix-Mesa. One relationship with a facilities team here can cover many buildings.

Health system · Phoenix, Maricopa County

Banner Health

Banner calls itself Arizona's largest health care provider and the state's largest private employer, with 33 hospital locations, more than 400 outpatient sites and nearly 60,000 team members across six states.

> Phoenix-area hospitals, clinics and support buildings run cooling plants hard most of the year, with constant HVAC, roofing, cleaning and life-safety work.

HVAC · roofing · cleaning · fire protection · flooring

Banner Health

Campus · Tempe, Maricopa County

Arizona State University

ASU's fall 2026 campus breakdown lists 51,200 students at Tempe, 10,800 at Downtown Phoenix, 5,500 at Polytechnic and 5,200 at West Valley.

> Four metro campuses with classrooms, labs, residence halls, arenas and parking structures need cooling, roofing, cleaning and grounds work at scale.

HVAC · cleaning · roofing · landscaping · flooring

Arizona State University

Airport · Phoenix, Maricopa County

Phoenix Sky Harbor International Airport (PHX)

Sky Harbor says that on an average day approximately 1,300 aircraft and more than 140,000 passengers arrive and depart.

> City-owned terminals, the Sky Train, rental car center and parking garages need constant cleaning, HVAC service, electrical work and pavement upkeep.

Major employer · Chandler, Maricopa County

Intel Ocotillo Campus

ENR reported in March 2024 that Fab 42 is the fourth semiconductor plant on Intel's 700-acre Ocotillo Campus, which has its own 12-acre onsite water reclamation facility.

> Fabs, offices, parking structures and utility plants on one campus carry heavy electrical, mechanical, fire protection and cleaning requirements.

cleaning · HVAC · electrical · paving

Phoenix Sky Harbor International Airport

electrical · HVAC · fire protection · cleaning · paving

Engineering News-Record

Industrial park · Phoenix (Deer Valley), Maricopa County

Mack Innovation Park

KTAR reported in April 2026 that the park, off Interstate 17 and the Loop 101, includes over a million square feet of industrial space and that the developer owns about 80 more acres of industrial land around it.

> New industrial buildings for semiconductor suppliers in north Phoenix need tilt-up shells, roofing, power distribution, sprinklers and truck-court paving.

construction · electrical · roofing · fire protection · paving

KTAR News

Public owner · Mesa, Maricopa County

Mesa Public Schools

NCES data for the 2024-2025 school year lists 78 schools and 55,821 students in Mesa Unified District.

> Dozens of school campuses with rooftop HVAC units, gyms, kitchens and parking lots are maintained by one public owner that bids facility work.

HVAC · roofing · cleaning · paving · painting

National Center for Education Statistics

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, Phoenix-Mesa

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		9
Fire Protection		8
Commercial Electrical		8
Commercial Cleaning & Janitorial		7

TRADE	PROJECTS AND OWNERS	
Paving & Asphalt		6
Commercial Roofing		5
Commercial Flooring		4
Commercial Landscaping		2
Commercial Painting & Coatings		2
Commercial Construction		2

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

04

Chapter 04 The calendar

The Phoenix selling calendar

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

Phoenix 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	14	2	1	0	0	22	307	319	85	57	10	5
Cooling degree days average month	3	14	55	142	352	615	769	735	553	238	40	0
Heating degree days average month	388	282	174	66	6	0	0	0	0	16	178	412
Average high (°F) average month	65	69	75	83	92	102	103	102	97	87	74	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 66 hail reports of 1 inch or larger and 756 damaging wind reports across the metro's counties from 2015 to 2024: #51 of 100 markets for hail and #19 for wind. July, August and September carried 86% 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 3,516 cooling degree days a year (#6 of 97 markets) and 1,522 heating degree days (#85 of 97). Cooling load peaks in June, July, August and September; heating in January, February 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.

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

05

Chapter 05 The numbers

What one meeting takes, trade by trade

What booking a meeting has taken on our own calling floor for the trades we run in Phoenix, 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 Phoenix program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Phoenix-Mesa-Scottsdale territory.

9,985
Commercial Roofing

9,985
Commercial Construction

3,579
Commercial HVAC & Mechanical

2,749
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 Phoenix

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

The salary is the smallest part of the decision. About 19,810 people hold the role in the Phoenix-Mesa-Chandler, AZ 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 Phoenix 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 Maricopa County**
  96% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 11,327 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Phoenix over-indexes on**
  private K-12 schools (1.55x the U.S. mix), wholesale distributors (1.34x the U.S. mix) and medical, dental and outpatient offices (1.30x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Banner Health, Arizona State University, Phoenix Sky Harbor International Airport (PHX) and Intel Ocotillo Campus.
- [ ] **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 Arizona 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: 3,672 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: 2,446 sites here

From our roofing talk track. Leaks in front of customers. Qualify early whether the store or the landlord owns the roof.

1. **Does the store or the landlord own the roof under your lease?**
   This is the first qualifying question, since many retail roofs are the landlord's responsibility.
2. **Where have leaks hit, the sales floor, the stockroom or around rooftop units?**
   Leak location shows how much they affect customers and inventory, which drives urgency.
3. **Is a remodel or refresh scheduled for this location?**
   Remodels are when replacement or major repair gets funded and scheduled.

Medical, dental and outpatient offices: 1,345 sites here

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

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

Any first meeting

Plain practice that works in every market.

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

2. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
3. **When does the current grounds contract end?**
   The date sets your follow-up timing.
3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.
4. **When does the current contract or budget come up for review?**
   Gives you the date to plan around, even when the answer today is no.
5. **What would make a first meeting worth your time?**
   Lets the buyer set the agenda, which is the agenda they will show up for.

TOOL 03

Trigger watchlist

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

- [ ] **TSMC Arizona expansion (additional fabs, advanced packaging and R&D center)**
  Under construction (third fab broke ground April 2025). Fab construction carries heavy process piping, cleanroom HVAC, high-voltage electrical and fire protection scopes for years, and each phase that finishes adds ongoing maintenance, specialty cleaning and flooring work across the campus.
- [ ] **Mayo Clinic Phoenix campus expansion**
  Design and early construction, completion expected 2031. Operating rooms and procedural space need precise HVAC, medical-grade electrical and fire protection, and phased openings through 2031 create recurring bid windows for interior finishes, flooring and healthcare cleaning contracts.
- [ ] **ASU Health Headquarters, Phoenix Bioscience Core**
  Under construction (broke ground April 2026), opening fall 2028. Teaching labs and clinical space drive mechanical, electrical and fire protection work now, followed by flooring, painting and long-term janitorial contracts as the building opens in 2028.
- [ ] **Project Baccara data center campus**
  County military-compatibility permit approved 2026; Glendale annexation pending. If it proceeds, data center halls bring large electrical, cooling and fire suppression packages, plus site paving and landscaping; contractors should watch the Glendale annexation decision as the next signal.

- [ ] **Ten56 industrial development**

  In plan review, completion targeted August 2027. Tilt-up industrial shells need roofing, paving and fire sprinkler work during construction, then tenant improvements bring electrical and HVAC scopes as space leases to logistics or semiconductor users.

- [ ] **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: apartment and residential property managers**

  QCEW counted 37 more apartment and residential property managers in Phoenix-Mesa than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  86% of the 822 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

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

  QCEW counted 50 more manufacturing plants in Phoenix-Mesa than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 9 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 Maricopa County, which holds 96% 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 Banner Health and Arizona State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Arizona 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: TSMC Arizona expansion (additional fabs, advanced packaging and R&D center).
- [ ] 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 Phoenix 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, Phoenix-Mesa-Chandler, AZ.
- 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 Phoenix-Mesa-Scottsdale 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 Phoenix at sunset, by Nils Huenerfuerst on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

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