Market report · Pittsburgh, PA

The State of Outbound Sales in Pittsburgh, 2026

How outbound selling looks across the Pittsburgh, PA 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.

6,249

business sites with 20+ people across the categories trades sell to, #25 of our 100 metros

6.6

buyer sites per managed service provider, #7 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 Pittsburgh

1

Biggest buyer pool

Restaurants: 1,612 sites

with 20 or more people, the largest buyer category in Pittsburgh, ahead of retail stores (1,343).

2

Where the metro leans

Senior living and nursing: 2.18x the U.S. mix

Also over-represented: golf courses and country clubs (1.91x) and hospitals (1.54x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Managed Service Providers: #7 of 100 markets

6.6 buyer sites with 20+ people for each of 569 local managed service providers. The most crowded is commercial painting & coatings, #51 of 86.

4

Biggest reason to call

Project Phoenix data center campus (Aligned Data Centers), 2 GW

Broke ground September 2026. One of 11 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 Pittsburgh

02 THE COMPETITION
Which trades have the most room in Pittsburgh

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

04 THE CALENDAR
The Pittsburgh selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

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

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 Pittsburgh

6,249 business sites in Pittsburgh have 20 or more people on site in the categories commercial trades sell to. That ranks #25 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 Pittsburgh, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,612**	5,508	1.35x	+68
Retail stores	**1,343**	7,718	1.25x	-159
Medical, dental and outpatient offices	**841**	5,772	1.35x	+130
Manufacturing plants	**788**	2,371	1.26x	-6
Wholesale distributors	**505**	2,669	0.81x	-40
Senior living and nursing	**301**	1,009	2.18x	-14
Grocery stores	**238**	1,186	1.20x	+12
Auto dealerships	**175**	385	1.48x	-1
Trucking companies	**154**	827	0.80x	-16
Churches and religious organizations	**147**	1,707	1.51x	+9

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.

Pittsburgh leans toward senior living and nursing (2.18x), golf courses and country clubs (1.91x) and hospitals (1.54x). 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 colleges and universities (0.52x) and hosting and data processing companies (0.52x). 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 (+130), restaurants (+68) and grocery stores (+12). New sites have no incumbent vendor yet.

The metro

Pittsburgh, PA: 8 counties in this report's counts.

Allegheny County, Westmoreland County and Butler County hold 77% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Pittsburgh

COUNTY	SITES WITH 20+	SHARE OF METRO
Allegheny County START HERE	**3,444**	55%
Westmoreland County	**841**	13%
Butler County	**539**	9%
Washington County	**473**	8%
Beaver County	**310**	5%
Fayette County	**223**	4%
Lawrence County	**165**	3%

COUNTY	SITES WITH 20+	SHARE OF METRO
Armstrong County	**82**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 172 of the metro's 6,249 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Pittsburgh

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 Pittsburgh figure is ranked against the other markets we track.

How Pittsburgh ranks for each trade, by buyer sites per contractor (longer bar = more room)

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Managed Service Providers MOST ROOM	**#7 of 100**	6.6	569	+7
Commercial Cleaning & Janitorial	**#8 of 100**	5.8	484	+6
Commercial HVAC & Mechanical	**#16 of 100**	13	187	0
Commercial Flooring	**#14 of 68**	87	26	-1
Fire Protection	**#21 of 96**	58	60	+5
Commercial Construction	**#22 of 100**	6.3	335	+3
Commercial Electrical	**#23 of 100**	12	241	-5
Commercial Roofing	**#37 of 89**	73	44	-1
Paving & Asphalt	**#46 of 94**	41	81	0
Commercial Landscaping	**#59 of 100**	3.4	1,036	+29
Commercial Painting & Coatings	**#51 of 86**	62	55	-1

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.

Managed service providers (#7), commercial cleaning & janitorial (#8) and commercial HVAC & mechanical (#16) rank best in Pittsburgh. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial painting & coatings is the most crowded trade here, #51 of 86: 62 buyer sites for each of 55 local commercial painting contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial electrical (-5) and commercial flooring (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+29) and managed service providers (+7) added them.

Open programs

Our availability workbook does not cover Pittsburgh 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

11 named, sourced projects and 5 anchor owners in Pittsburgh. Each one is a reason to call that has nothing to do with your company and everything to do with the buyer's building.

The projects

01 · 2 GW

Project Phoenix data center campus (Aligned Data Centers)

Broke ground September 2026

A three-facility, 2-gigawatt data center campus in the Shippingport Industrial Park next to the former Shippingport Power Station in Beaver County, which Aligned says anchors $10 billion in regional investment.

> Aligned expects about 3,000 construction jobs, with cooling, power distribution and fire suppression making up most of the building scope across three facilities. Once operating, the campus needs ongoing mechanical service, specialized cleaning and grounds upkeep.

HVAC · electrical · fire protection · cleaning · paving

Aligned Data Centers, 2026-09-10

02 · $64 million

Citizens Live at the Wylie

Opened 2026

A Live Nation concert venue for up to 4,300 people on Wylie Avenue in Pittsburgh's Lower Hill District, one block from PPG Paints Arena, which opened in late September 2026.

> A new event venue needs post-show cleaning crews, HVAC service for large crowd loads and fire and life safety inspections on a recurring basis. Other Lower Hill redevelopment around it, including an office building and the New Granada Theater restoration, adds nearby construction work.

cleaning · HVAC · fire protection · landscaping

WESA, 2026-09-30

03 · $1.3 billion

UPMC Presbyterian Kamin Tower

Construction wrapping up October 2026; patients move in on January 24, 2027

A 17-story, 636-room hospital tower for cardiology, neurology and transplant care at UPMC Presbyterian in Pittsburgh's Oakland neighborhood, with 11 operating rooms and four public floors called The Grove.

> Final commissioning and punch-list work for mechanical, electrical and fire systems runs through the October finish, then the tower becomes a large ongoing cleaning and facility service account. UPMC says the tower also clears the way for renovation of the rest of the campus.

HVAC · electrical · fire protection · cleaning · flooring

TribLive, 2026-04-17

04 · $166 million

GE Vernova grid equipment plant expansions, Speers and Rostraver

Construction ongoing at Speers; Rostraver warehouse purchased April 2026

GE Vernova is expanding its 332,000-square-foot grid solutions plant in Speers near Charleroi (Washington County) and moving some smaller equipment manufacturing to a former 700,000-square-foot supermarket warehouse off Interstate 70 in Rostraver (Westmoreland County).

> Converting a 700,000-square-foot warehouse into a factory means new plant power, ventilation, sprinkler and floor work, and the Speers expansion adds production space while staffing grows from 600 to 800 workers.

electrical · HVAC · fire protection · flooring · construction

TribLive, 2026-07-30

05 · $63 million

AHN Forbes Hospital infrastructure project

Announced June 2026

Allegheny Health Network is modernizing building systems at Forbes Hospital in Monroeville and adding a two-story building to house the upgrades plus a conference and education center, replacing learning centers being demolished.

> The scope centers on chilled water capacity, electrical substation capacity and two new 2.75-megawatt emergency generators, which is mechanical and electrical work first, followed by interior finishes in the new conference center, where flooring and painting packages come last.

HVAC · electrical · construction · flooring · painting

TribLive, 2026-06-16

06 · $119 million

Hempfield Area High School renovation

Under construction; broke ground June 2026, completion expected June 2029

A three-phase gut renovation of the 600,000-square-foot Hempfield Area High School in Westmoreland County, built in 1956, including a 70,000-to-80,000-square-foot two-story addition.

> Phase one includes new roofs on the pool, auditorium, high school and field house, later phases redo classrooms, the cafeteria and library and rework the parking lot, so roofing, interior finish and paving contractors each have work through 2029.

roofing · construction · flooring · painting · paving

TribLive, 2026-05-28

07 · $6.7 million

Shaler Area Middle School capital renovation

Contracts awarded March 2026; work starting June 2026

A package of work at Shaler Area Middle School on Mt. Royal Boulevard in Shaler Township, Allegheny County, paid for with a $7.5 million bond and a $1.3 million state grant, with more paving and door work planned at Reserve Primary School.

> The board's contracts split the job by trade: about $2.03 million for roofing, $1.65 million for HVAC, $708,000 for electrical and $181,270 for painting, plus paving and exterior lighting, a clear example of how suburban districts let separate prime contracts.

roofing · HVAC · electrical · painting · paving

TribLive, 2026-03-12

08

South Fayette new elementary school

Under construction; broke ground April 2026, completion slated for fall 2028

A new three-story elementary school for more than 1,000 students in South Fayette Township, Allegheny County, with spaces for STEM, physical therapy and sensory needs.

> A new three-story school on its own site brings roofing, site landscaping, flooring and painting packages ahead of the fall 2028 opening, then grounds maintenance after it opens.

construction · roofing · landscaping · flooring · painting

WPXI, 2026-04-29

09

North Park Observation Tower restoration

Under construction; broke ground August 2026

Restoration of the 102-foot, 1937 observation tower in Allegheny County's North Park in McCandless, a former water tank with a 154-step spiral staircase and terrazzo floors, to reopen it to the public.

> Besides restoring the tower's architectural features, the job covers a one-acre wildflower meadow, native plantings and shade trees, a new parking lot, accessible paths and a concrete plaza, so landscape, paving and finish contractors all have a piece.

landscaping · painting · paving · construction

WPXI, 2026-08-31

10

McKinley Park Community Grove

Announced May 2026

A City of Pittsburgh and Pittsburgh Parks Conservancy project to rebuild a former resident-built ball field in the Chicken Hill section of the 79-acre McKinley Park, serving Beltzhoover, Allentown, Knoxville and other Hilltop neighborhoods.

> The design calls for a shade pavilion with a seat wall, open lawn, new trails, stairs and paths, stormwater and drainage fixes and expanded ecological restoration areas, which is landscape installation and site construction work.

landscaping · construction

Pittsburgh Magazine, 2026-05-21

11 · $1,490,000

Gateway School District Cleveland Steward Jr. Elementary roof replacement

Letter of intent approved March 2026

Roof repairs and replacement at Dr. Cleveland Steward Jr. Elementary School in the Gateway School District, Monroeville, Allegheny County, with Pennsylvania Roofing Systems.

> The district moved the job up a year after severe weather damaged the 26-year-old roof, a sign that storm-worn school roofs in the eastern suburbs are turning into accelerated replacement work.

roofing · construction

TribLive, 2026-03-25

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

Health system · Pittsburgh, Allegheny County

UPMC

UPMC reports more than 40 hospitals with 8,000 licensed beds and 800 outpatient sites.

> Headquartered in Pittsburgh, UPMC runs hospital campuses, outpatient buildings and parking across the region.

HVAC · cleaning · fire protection · electrical

UPMC

Campus · Pittsburgh, Allegheny County

University of Pittsburgh

Wikipedia, citing Pitt's fact book, gives fall 2025 enrollment of 31,237 on the Pittsburgh campus.

> An Oakland campus of classrooms, labs, residence halls and athletic facilities.

HVAC · cleaning · roofing · painting

Wikipedia

Airport · Moon Township, Allegheny County

Pittsburgh International Airport

Pittsburgh International Airport's new $1.7 billion terminal opened to passengers in November 2025.

> A new terminal plus airfield, parking and cargo areas run by the Allegheny County Airport Authority.

cleaning · paving · HVAC · electrical

Allegheny County Airport Authority

Industrial park · Pittsburgh, Allegheny County

RIDC (Regional Industrial Development Corporation)

RIDC's current property portfolio includes nearly 8 million square feet.

> RIDC develops and owns industrial parks and redevelopment sites across the region, including a 70-acre advanced manufacturing park in New Kensington.

roofing · paving · HVAC · landscaping

RIDC

Major employer · Braddock, Allegheny County

U.S. Steel Mon Valley Works

U.S. Steel's planned upgrades will preserve roughly 3,000 jobs at Mon Valley Works.

> Integrated steelmaking plants including the Edgar Thomson plant in Braddock, where U.S. Steel announced up to $2.5 billion in upgrades in June 2026.

electrical · construction · paving · fire protection

Pittsburgh's Public Source

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, Pittsburgh

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Construction		8
Commercial Electrical		8
Paving & Asphalt		7
Commercial Cleaning & Janitorial		6
Fire Protection		6
Commercial Roofing		6
Commercial Painting & Coatings		6
Commercial Flooring		5
Commercial Landscaping		5

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

04

Chapter 04 The calendar

The Pittsburgh selling calendar

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

Pittsburgh 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	4	2	80	266	296	578	343	535	59	49	99	0
Cooling degree days average month	0	0	1	0	46	123	218	187	63	3	0	0
Heating degree days average month	1,144	960	813	447	209	34	7	15	93	387	694	991
Average high (°F) average month	36	40	49	62	72	80	83	82	75	64	51	41

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 318 hail reports of 1 inch or larger and 1,993 damaging wind reports across the metro's counties from 2015 to 2024: #16 of 100 markets for hail and #4 for wind. June, July and August carried 63% 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 641 cooling degree days a year (#68 of 97 markets) and 5,794 heating degree days (#31 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 Pittsburgh, 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 Pittsburgh program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Pittsburgh-New Castle-Weirton territory.

7,642
Commercial Roofing

7,642
Commercial Construction

3,131
Commercial HVAC & Mechanical

2,473
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 Pittsburgh

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

The salary is the smallest part of the decision. About 7,330 people hold the role in the Pittsburgh, PA 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 Pittsburgh 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 Allegheny County, Westmoreland County and Butler County**
  77% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 6,249 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Pittsburgh over-indexes on**
  senior living and nursing (2.18x the U.S. mix), golf courses and country clubs (1.91x the U.S. mix) and hospitals (1.54x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  UPMC, University of Pittsburgh, Pittsburgh International Airport and RIDC (Regional Industrial Development Corporation).
- [ ] **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 Pennsylvania 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: 1,612 sites here

From our fire protection talk track. Staying open and passing inspection. Multi-unit operators are worth more than single locations.

1. **When was your hood suppression system last inspected, and when is the next one due?**
   Due dates tell you when to call and what to offer.
2. **Have you had a failed inspection or a citation recently?**
   Failed inspections threaten the ability to stay open and create urgency.
3. **How many locations do you operate, and does each one use a different vendor?**
   Multi-unit operators are more valuable and often want one vendor across locations.

Retail stores: 1,343 sites here

From our electrical talk track. Lighting cost and fast repair. For chains, decisions often sit in a regional facilities office, so find who owns vendors for your area.

1. **Who handles electrical service for this store, the store, a regional facilities office or a national provider?**
   For chains, decisions often sit outside the store, so this tells you who to call next.
2. **Is a lighting retrofit or remodel planned for this location?**
   Remodels and retrofits are defined projects with budgets.
3. **How fast does your current electrician respond when lights or signs go out?**
   Slow response during business hours is a common reason to add a vendor.

Medical, dental and outpatient offices: 841 sites here

From our MSP talk track. Patient data rules and uptime at the front desk. Ask who did the last HIPAA security risk assessment and what happens when the scheduling system goes down.

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. **Who completed your last HIPAA security risk assessment, and when?**
   The HIPAA Security Rule expects a risk analysis. A blank or an old date is a concrete, compliance-driven reason to meet.
2. **When the practice management or imaging system goes down, who do your front desk staff call, and how fast does someone respond?**
   Downtime at the front desk is felt in canceled patients the same day, so response time is where practices notice a weak provider.
3. **How many locations do you run, and does each one have the same network and security setup?**
   Multi-location groups often grew one office at a time, and the differences between sites are the scope for a standardization project.
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.

- [ ] **Project Phoenix data center campus (Aligned Data Centers)**
  Broke ground September 2026. Aligned expects about 3,000 construction jobs, with cooling, power distribution and fire suppression making up most of the building scope across three facilities. Once operating, the campus needs ongoing mechanical service, specialized cleaning and grounds upkeep.
- [ ] **Citizens Live at the Wylie**
  Opened 2026. A new event venue needs post-show cleaning crews, HVAC service for large crowd loads and fire and life safety inspections on a recurring basis. Other Lower Hill redevelopment around it, including an office building and the New Granada Theater restoration, adds nearby construction work.

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- [ ] **AHN Forbes Hospital infrastructure project**

  Announced June 2026. The scope centers on chilled water capacity, electrical substation capacity and two new 2.75-megawatt emergency generators, which is mechanical and electrical work first, followed by interior finishes in the new conference center, where flooring and painting packages come last.

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

  63% of the 2,311 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: restaurants**

  QCEW counted 68 more restaurants in Pittsburgh than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **GE Vernova grid equipment plant expansions, Speers and Rostraver**

  Construction ongoing at Speers; Rostraver warehouse purchased April 2026. Converting a 700,000-square-foot warehouse into a factory means new plant power, ventilation, sprinkler and floor work, and the Speers expansion adds production space while staffing grows from 600 to 800 workers.

- [ ] **Hempfield Area High School renovation**

  Under construction; broke ground June 2026, completion expected June 2029. Phase one includes new roofs on the pool, auditorium, high school and field house, later phases redo classrooms, the cafeteria and library and rework the parking lot, so roofing, interior finish and paving contractors each have work through 2029.

- [ ] **New sites: medical, dental and outpatient offices**

  QCEW counted 130 more medical, dental and outpatient offices in Pittsburgh 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 Allegheny County, Westmoreland County and Butler County, which hold 77% 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 UPMC and University of Pittsburgh at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Pennsylvania 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: project Phoenix data center campus (Aligned Data Centers).
- [ ] 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 Pittsburgh 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, Pittsburgh, PA.
- 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 Pittsburgh-New Castle-Weirton 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: Pittsburgh skyline and bridge at dusk, by Lance Anderson 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 Pittsburgh

Territory
Check whether your trade is open in Pittsburgh

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Akron

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