

Market report · Portland-South Portland, ME

The State of Outbound Sales in Portland, ME, 2026

How outbound selling looks across the Portland-South Portland, ME 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.

1,553

business sites with 20+ people across the categories trades sell to, #83 of our 100 metros

6.6

buyer sites per commercial general contractor, #18 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 Portland

1

Biggest buyer pool

Restaurants: 392 sites

with 20 or more people, the largest buyer category in Portland-South Portland, ahead of retail stores (370).

2

Where the metro leans

Hotels: 1.85x the U.S. mix

Also over-represented: senior living and nursing (1.55x) and golf courses and country clubs (1.44x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Construction: #18 of 100 markets

6.6 buyer sites with 20+ people for each of 88 local commercial general contractors. The most crowded is commercial landscaping, #91 of 100.

4

Biggest reason to call

Roux Institute at Northeastern University Portland Campus, \$500 million

Under construction, completion expected late 2027. 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.

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

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What an in-house SDR costs in Portland

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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

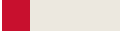
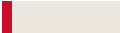
Who buys in Portland-South Portland

1,553 business sites in Portland-South Portland have 20 or more people on site in the categories commercial trades sell to. That ranks #83 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 Portland-South Portland, top 10 categories

CATEGORY		SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants	LARGEST POOL	 392	1,641	1.03x	+33
Retail stores		 370	2,392	1.01x	-34
Medical, dental and outpatient offices		 214	1,301	0.85x	-23
Manufacturing plants		 174	708	0.86x	-34
Senior living and nursing		 119	329	1.55x	+4
Wholesale distributors		 92	615	0.96x	-92
Grocery stores		 68	308	0.87x	-2
Hotels		 50	230	1.85x	+6
Auto dealerships		 42	99	0.88x	0
Bank and credit union offices		 37	356	0.98x	-10

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.

Portland-South Portland leans toward hotels (1.85x), senior living and nursing (1.55x) and golf courses and country clubs (1.44x). 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 (0.07x) and trucking companies (0.43x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+33), hotels (+6) and senior living and nursing (+4). New sites have no incumbent vendor yet.

The metro

Portland-South Portland, ME: 3 counties in this report's counts.

Cumberland County holds 67% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Portland-South Portland

COUNTY		SITES WITH 20+	SHARE OF METRO
Cumberland County	START HERE	1,047	67%
York County		417	27%
Sagadahoc County		49	3%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 40 of the metro's 1,553 sites are not assigned to a county.

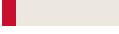
02

Chapter 02 The competition

Which trades have the most room in Portland

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 Portland figure is ranked against the other markets we track.

How Portland 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 Construction	 #18 of 100	6.6	88	-5
MOST ROOM				
Fire Protection	 #27 of 96	53	18	0
Commercial Painting & Coatings	 #38 of 86	72	14	0
Commercial Electrical	 #51 of 100	10	81	-6
Commercial Cleaning & Janitorial	 #56 of 100	3.6	209	-14
Commercial HVAC & Mechanical	 #67 of 100	8.5	76	-7
Managed Service Providers	 #87 of 100	1.5	537	-45
Paving & Asphalt	 #83 of 94	29	33	-4
Commercial Landscaping	 #91 of 100	2.3	459	-20

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 construction (#18), fire protection (#27) and commercial painting & coatings (#38) rank best in Portland. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #91 of 100: 2.3 buyer sites for each of 459 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-45) and commercial landscaping (-20) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago.

Not ranked here: commercial flooring (9 contractors) and commercial roofing (9 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover Portland 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 Portland-South Portland.
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 - \$500 million

Roux Institute at Northeastern University Portland Campus

Under construction, completion expected late 2027

Northeastern University's Roux Institute campus on the 13.5-acre former B&M Baked Beans site on Portland's waterfront, including a 250,000 sq ft academic and research building, a renovated historic bean factory and a parking garage for more than 600 cars.

A 250,000 sq ft research building carries large HVAC, electrical and fire protection scope through 2027, followed by flooring and painting, and a campus opening in 2028 needs cleaning and grounds contracts.

HVAC

electrical

fire protection

flooring

cleaning

WMTW, 2026-03-18

02 - \$36 million

Ecomaine Material Recovery Facility Expansion

Under construction, completion expected 2027

A new 55,000 sq ft recycling facility plus an 11,000 sq ft renovation and expansion at Ecomaine in Portland, raising sorting capacity to 25 tons per hour while the existing plant keeps running.

Industrial sorting lines need heavy electrical service and controls, and a building that stays in operation during construction needs phased roofing, fire protection and site paving work.

electrical

construction

fire protection

paving

Waste Dive, 2026-05-20

03 · 60,000 sq ft

Bath Iron Works Pier Support Center

Opened April 2026

A four-story, 60,000 sq ft support building next to Pier 2 at General Dynamics Bath Iron Works in Bath, Sagadahoc County, with mechanics' workspace, workshops, a lunchroom, an auditorium and lockers.

A four-story building used around the clock by shipyard crews needs ongoing HVAC service, electrical maintenance, and heavy-use cleaning and floor care.

HVAC

cleaning

flooring

electrical

Mainebiz, 2026-04-14

04 · \$7.9 million

Sweetser Youth Residential Psychiatric Treatment Facility

Under renovation, completion expected spring 2027

Renovation of an 8,000 sq ft building on Sweetser's Saco campus in York County into a 16-bed secure facility for youth residential psychiatric treatment.

Converting a building into a secure treatment setting means HVAC, electrical and fire alarm upgrades plus durable flooring and paint, and a 16-bed residential unit needs daily cleaning once open.

HVAC

electrical

fire protection

flooring

cleaning

Spectrum News Maine, 2026-07-02

05 · 12,000 sq ft

American Steel & Aluminum Saco Facility Expansion

Broke ground August 2026

A 12,000 sq ft addition to American Steel & Aluminum's manufacturing facility in Saco that will double the company's cutting capacity and add about 30 jobs.

An industrial addition brings new construction, electrical service for cutting equipment and roofing, then adds square footage to maintain.

construction

electrical

roofing

Office of U.S. Senator Susan Collins, 2026-08-14

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 Portland-South Portland. One relationship with a facilities team here can cover many buildings.

Health system · Portland, Cumberland County
MaineHealth Maine Medical Center

MaineHealth says Maine Medical Center has a total of 929 licensed beds across its Portland, Biddeford and Sanford locations and employs about 9,000 care team members.

A Level I trauma campus in Portland plus community hospitals in Biddeford and Sanford carry steady mechanical, life-safety, cleaning and flooring work.

- HVAC
- fire protection
- cleaning
- flooring
- roofing

MaineHealth

Campus · Portland, Cumberland County
University of Southern Maine

Wikipedia says USM's 210,000 square foot, 580-bed Portland Commons dorm opened in August 2023, alongside a 500-space parking garage.

Campuses in Portland and Gorham with residence halls, a parking garage and classroom buildings need cleaning, HVAC, grounds and snow-season paving work.

- cleaning
- HVAC
- landscaping
- paving

Wikipedia

Major employer · Westbrook, Cumberland County
IDEXX Laboratories

WGME reported IDEXX, one of Maine's largest employers, broke ground on a new 135,000 square foot building on its Westbrook campus expected to bring up to 600 jobs.

A corporate and laboratory campus with office, lab and parking needs janitorial, HVAC, electrical and landscape service.

- cleaning
- HVAC
- electrical
- landscaping

WGME

Airport · Portland, Cumberland County
Portland International Jetport (PWM)

Maine Public reports nearly 2.6 million people flew in and out of the Jetport in 2025, breaking the prior year's record by more than 150,000 passengers.

The terminal, parking garage and airfield buildings need cleaning, HVAC service, electrical and pavement work.

- cleaning
- HVAC
- paving
- electrical

Maine Public

Public owner · Kittery, York County

Portsmouth Naval Shipyard

Mainebiz reports the shipyard has nearly 8,000 civilian workers and needs to hire more than 700 workers annually to meet Navy demand.

A federal shipyard with dry docks, shops and support buildings runs heavy electrical, mechanical, roofing and fire protection systems.

- electrical
- HVAC
- roofing
- fire protection

Mainebiz

Industrial park · Gorham, Cumberland County

Gorham Industrial Park

Mainebiz describes the park on Route 25 as the fourth largest industrial park in southern Maine, with over 325 acres of industrial zoned land and 62 tenants.

Sixty-two tenants in industrial and flex buildings means many separate owners buying roofing, paving, electrical and fire protection work in one park.

- roofing
- paving
- electrical
- fire protection
- construction

Mainebiz

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, Portland-South Portland

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		9
Commercial HVAC & Mechanical		8
Commercial Cleaning & Janitorial		7
Fire Protection		6
Paving & Asphalt		4
Commercial Flooring		4
Commercial Roofing		4
Commercial Construction		3

Commercial Landscaping		2
------------------------	-----------------------------------	---

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

04

Chapter 04 The calendar

The Portland selling calendar

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

Portland 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	0	4	5	12	56	87	61	37	1	2	0
Cooling degree days average month	0	0	0	0	2	38	147	121	14	0	0	0
Heating degree days average month	1,350	1,155	1,016	646	333	83	15	32	162	505	808	1,150
Average high (°F) average month	31	34	42	54	65	74	80	79	71	59	47	36

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 34 hail reports of 1 inch or larger and 231 damaging wind reports across the metro's counties from 2015 to 2024: #65 of 100 markets for hail and #58 for wind. June, July and August carried 77% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 322 cooling degree days a year (#91 of 97 markets) and 7,255 heating degree days (#4 of 97). Cooling load peaks in 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.

5 months average a high of 60°F or more (May, June, July, August and September). 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.

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 Portland, 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.

06

Chapter 06 Build or buy

What an in-house SDR costs in Portland

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

The salary is the smallest part of the decision. About 1,070 people hold the role in the Portland-South Portland, ME 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

The Portland, ME 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 Cumberland County

67% of the metro's larger business sites are in this county.

☐

It has 20 or more people on site

One of the 1,553 sites this report counts. At that size a facility lead usually owns the building decisions.

☐

It is in a category Portland, ME over-indexes on

hotels (1.85x the U.S. mix), senior living and nursing (1.55x the U.S. mix) and golf courses and country clubs (1.44x the U.S. mix).

☐

It belongs to an anchor owner or a named project

MaineHealth Maine Medical Center, University of Southern Maine, IDEXX Laboratories and Portland International Jetport (PWM).

☐

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 Maine 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: 392 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.

Medical, dental and outpatient offices: 214 sites here

From our cleaning talk track. Infection control and documentation. Ask how they verify what the crew did last night.

Retail stores: 370 sites here

From our painting talk track. Night work that does not close the store. Chains often run repaints as multi-site programs from regional facilities.

1. Is painting bought store by store or through a regional or national remodel program?

Program work needs a different contact and often a vendor registration process.

2. Can the work be done overnight without closing the store?

Night work capability is often the deciding factor for retail painting.

3. Are remodels, brand refreshes or new stores planned in this area?

Planned programs give you a timeline and a defined scope.

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.

1. Who cleans the practice now, and when does that agreement end or renew?

The end date tells you whether this is a proposal now or a walkthrough scheduled ahead of the renewal.

2. What did your last infection-control review or patient complaint flag about cleaning?

A specific finding gives you the reason to change and the standard your proposal has to answer.

3. Which rooms need terminal cleaning after procedures, and which just need routine nightly service?

This separates the scope that needs trained, documented crews from general janitorial and shapes pricing.

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.

☐

Roux Institute at Northeastern University Portland Campus

Under construction, completion expected late 2027. A 250,000 sq ft research building carries large HVAC, electrical and fire protection scope through 2027, followed by flooring and painting, and a campus opening in 2028 needs cleaning and grounds contracts.

☐

Ecomaine Material Recovery Facility Expansion

Under construction, completion expected 2027. Industrial sorting lines need heavy electrical service and controls, and a building that stays in operation during construction needs phased roofing, fire protection and site paving work.



Bath Iron Works Pier Support Center

Opened April 2026. A four-story building used around the clock by shipyard crews needs ongoing HVAC service, electrical maintenance, and heavy-use cleaning and floor care.



Sweetser Youth Residential Psychiatric Treatment Facility

Under renovation, completion expected spring 2027. Converting a building into a secure treatment setting means HVAC, electrical and fire alarm upgrades plus durable flooring and paint, and a 16-bed residential unit needs daily cleaning once open.



American Steel & Aluminum Saco Facility Expansion

Broke ground August 2026. An industrial addition brings new construction, electrical service for cutting equipment and roofing, then adds square footage to maintain.



Storm season: June, July and August

77% of the 265 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 33 more restaurants in Portland-South Portland than a year earlier. Every new site has to choose its service vendors; call before the choice settles.



New sites: hotels

QCEW counted 6 more hotels in Portland-South Portland than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 on your watchlist

TOOL 04

30-day action plan

4 weeks, 15 steps, nothing you need to buy. Tick each one off as you finish it; your progress stays in this browser.

Week 1

Draw the territory

- ☐ Start in Cumberland County, which holds 67% 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 MaineHealth Maine Medical Center and University of Southern Maine at the top.

Week 2

Check the rules, then write the talk track

- ☐ Look up the calling laws for Maine 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: roux Institute at Northeastern University Portland Campus.
- ☐ 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 Portland, ME 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, Portland-South Portland, ME.
- 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.
- 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: Portland, Maine waterfront and marinas from above, by Rackeem Borges 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 Portland, ME

Territory
Check whether your trade is open in Portland

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Manchester

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