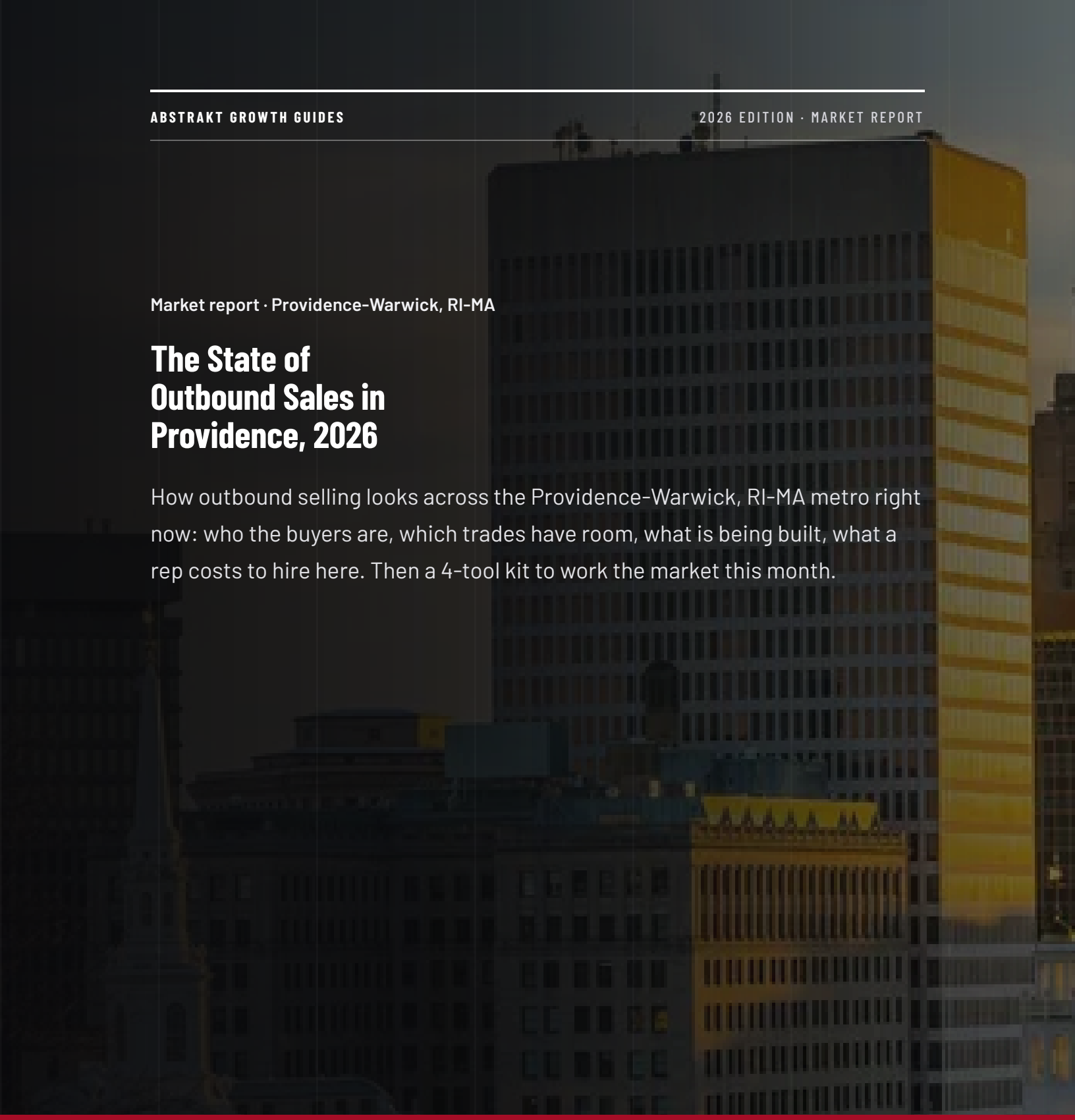


Market report · Providence-Warwick, RI-MA

The State of Outbound Sales in Providence, 2026

How outbound selling looks across the Providence-Warwick, RI-MA 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.

4,206

business sites with 20+ people across the categories trades sell to, #39 of our 100 metros

57

buyer sites per paving contractor, #13 of 94 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 Providence

1

Biggest buyer pool

Restaurants: 1,230 sites

with 20 or more people, the largest buyer category in Providence-Warwick, ahead of retail stores (971).

2

Where the metro leans

Senior living and nursing: 1.59x the U.S. mix

Also over-represented: colleges and universities (1.54x) and churches and religious organizations (1.50x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Paving & Asphalt: #13 of 94 markets

57 buyer sites with 20+ people for each of 37 local paving contractors. The most crowded is commercial landscaping, #95 of 100.

4

Biggest reason to call

Danoff Life Sciences Laboratories at Brown University, 300,000 sq ft

Under construction, move-in begins February 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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Sources and notes

Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09. Full list at the end.

01

Chapter 01 The market

Who buys in Providence-Warwick

4,206 business sites in Providence-Warwick have 20 or more people on site in the categories commercial trades sell to. That ranks #39 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 Providence-Warwick, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,230**	4,309	1.15x	-19
Retail stores	**971**	5,533	1.03x	-132
Manufacturing plants	**569**	1,773	0.97x	-108
Medical, dental and outpatient offices	**446**	2,878	0.81x	+95
Wholesale distributors	**298**	1,806	1.04x	-46
Senior living and nursing	**240**	724	1.59x	+12
Grocery stores	**159**	1,108	1.37x	-19
Private K-12 schools	**102**	136	1.20x	-4
Auto dealerships	**101**	313	1.24x	-4
Hotels	**83**	208	0.65x	+2

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.

Providence-Warwick leans toward senior living and nursing (1.59x), colleges and universities (1.54x) and churches and religious organizations (1.50x). 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 warehousing and distribution (0.57x) and hotels (0.65x). 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 (+95), bank and credit union offices (+20) and senior living and nursing (+12). New sites have no incumbent vendor yet.

The metro

Providence-Warwick, RI-MA: 6 counties in this report's counts.

Providence County, Bristol County and Kent County hold 83% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Providence-Warwick

COUNTY	SITES WITH 20+	SHARE OF METRO
Providence County START HERE	**1,564**	37%
Bristol County, Massachusetts	**1,465**	35%
Kent County	**480**	11%
Washington County	**277**	7%
Newport County	**196**	5%
Bristol County	**79**	2%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 145 of the metro's 4,206 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Providence

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 Providence figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Paving & Asphalt MOST ROOM	**#13 of 94**	57	37	-3
Commercial Construction	**#21 of 100**	6.4	218	+4
Commercial Roofing	**#19 of 89**	85	27	0
Commercial Painting & Coatings	**#28 of 86**	78	32	-2
Commercial HVAC & Mechanical	**#33 of 100**	11	146	+2
Commercial Electrical	**#39 of 100**	11	183	-11
Commercial Cleaning & Janitorial	**#54 of 100**	3.7	489	+9
Managed Service Providers	**#68 of 100**	2.2	937	-2
Commercial Flooring	**#53 of 68**	54	27	0
Fire Protection	**#75 of 96**	31	84	-7
Commercial Landscaping	**#95 of 100**	2.0	1,149	+5

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.

Paving & asphalt (#13), commercial construction (#21) and commercial roofing (#19) rank best in Providence. 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, #95 of 100: 2.0 buyer sites for each of 1,149 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial electrical (-11) and fire protection (-7) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial cleaning & janitorial (+9) and commercial landscaping (+5) added them.

Open programs

Our availability workbook does not cover Providence 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 Providence-Warwick. 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 · 300,000 sq ft

Danoff Life Sciences Laboratories at Brown University

Under construction, move-in begins February 2027

A seven-story academic research laboratory behind the Warren Alpert Medical School in Providence's Jewelry District, set to become Rhode Island's largest academic lab building.

> With the structure and facade in place, the remaining work is dense lab mechanical, piping, ductwork, electrical and fire protection, followed by finishes ahead of a 2027 move-in. Wet labs also mean long-term HVAC service and specialty cleaning once occupied.

HVAC · electrical · fire protection · flooring · cleaning

Brown University, 2026-07-01

02 · $75 million

Robert F. Kennedy PreK-8 School

Broke ground June 2026, completion expected 2027

A new PreK-8 school for about 858 students replacing the former Robert F. Kennedy Elementary School in Providence.

> Foundation work started in July 2026, so structural, roofing, mechanical and electrical trades follow through 2026 and 2027, with flooring, painting and site landscaping closing out the job.

construction · HVAC · electrical · flooring · roofing

NBC 10 WJAR, 2026-06-10

03 · $31 million

Providence Department of Public Works Complex

Under construction, operational 2027

A 40,000 sq ft, fully electric and carbon-neutral public works headquarters with maintenance bays, crew quarters and a transfer station at 20 Ernest Street in Providence.

> An all-electric, 24-hour fleet facility puts weight on electrical service, heat pump HVAC and fire protection, plus heavy-duty paving for truck yards and bays.

electrical · HVAC · paving · fire protection

Providence Business News, 2025-11-21

04 · $24 million

Blackstone Distribution Center

Substantial completion targeted August 2026

A 160,000 sq ft Class A speculative industrial building with 25 loading docks at 1 Moshassuck Street in Pawtucket, about 3 miles north of downtown Providence.

> As the shell wraps up, tenant fit-outs for spaces from 50,000 sq ft and up will bring electrical, office HVAC and ESFR sprinkler modifications, and the truck court and parking need paving and ongoing maintenance.

fire protection · electrical · paving · roofing

H+O Structural Engineering, 2026-03-11

05

Tidewater Landing Phase II

Phase II moving forward, public amenities in permitting or under construction

About 575 housing units on both sides of the Seekonk River, plus commercial space, a riverwalk, plazas and a pedestrian bridge next to Centreville Bank Stadium in Pawtucket.

> Multiple mid-rise residential and commercial buildings mean multi-year mechanical, electrical, sprinkler and finish work, with landscaping and hardscape for the riverwalk and plazas.

construction · HVAC · fire protection · landscaping · painting

NBC 10 WJAR, 2026-05-08

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 Providence-Warwick. One relationship with a facilities team here can cover many buildings.

Health system · Providence, Providence County

Rhode Island Hospital (Brown University Health)

Brown University Health calls Rhode Island Hospital the state's largest hospital and its only Level I Trauma Center; the system also includes The Miriam, Bradley, Newport, Saint Anne's and Morton hospitals.

> The Providence flagship with Hasbro Children's, plus partner hospitals in Rhode Island and southeastern Massachusetts, run around-the-clock mechanical, life-safety and cleaning programs.

HVAC · cleaning · fire protection · electrical · flooring

Brown University Health

Campus · South Kingstown (Kingston), Washington County

University of Rhode Island

Wikipedia, citing URI's 2024-25 Common Data Set, lists 17,210 students in fall 2024 (14,376 undergraduate and 2,834 graduate).

> Residence halls, labs, athletic venues and parking on the Kingston campus need cleaning, HVAC, grounds and paving work.

cleaning · HVAC · landscaping · paving

Wikipedia

Campus · Providence, Providence County

Brown University

Brown lists 11,164 total students, including 7,196 undergraduates and 3,369 graduate students.

> An urban Providence campus of academic buildings, labs and residence halls needs roofing, painting, HVAC and cleaning work.

roofing · painting · HVAC · cleaning

Industrial park · North Kingstown, Washington County

Quonset Business Park

The Quonset Development Corporation says the park provides jobs to over 15,000 people at over 260 companies and produces over $7 billion in economic output annually.

> Manufacturing plants, warehouses, port facilities and offices in one park share needs for roofing, paving, electrical and fire protection.

Brown University

roofing · paving · electrical · fire protection · construction

Quonset Development Corporation

Major employer · North Kingstown, Washington County

General Dynamics Electric Boat, Quonset Point

Senator Jack Reed's office said in February 2026 that Electric Boat planned to hire 8,000 workers in the coming year, including 3,500 Rhode Island-based positions, with a company workforce exceeding 24,000 across all sites.

> Shipyard fabrication buildings at Quonset Point carry large electrical, ventilation, roofing and fire protection systems, and Reed's office says the site's workforce is expanding.

electrical · HVAC · roofing · fire protection · painting

Office of U.S. Senator Jack Reed

Airport · Warwick, Kent County

Rhode Island T. F. Green International Airport (PVD)

The airport says PVD was the fastest-growing major airport in the U.S. for the 12 months ending October 2025, with total passengers up 11 percent and seat capacity up 10 percent.

> Terminal, parking and airfield operations need cleaning, HVAC and pavement work, and the airport corporation says it will keep investing in infrastructure to meet demand.

cleaning · HVAC · paving · electrical

Rhode Island T. F. Green International Airport

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, Providence-Warwick

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		9
Commercial Electrical		8
Fire Protection		7
Paving & Asphalt		5

TRADE	PROJECTS AND OWNERS	
Commercial Roofing		5
Commercial Cleaning & Janitorial		5
Commercial Construction		3
Commercial Painting & Coatings		3
Commercial Flooring		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 Providence selling calendar

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

Providence 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	1	18	4	3	12	41	61	83	11	6	21	0
Cooling degree days average month	0	0	0	0	8	85	241	207	52	1	0	0
Heating degree days average month	1,097	946	839	516	237	34	2	6	71	355	634	928
Average high (°F) average month	38	40	47	58	68	76	82	81	74	63	53	43

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 26 hail reports of 1 inch or larger and 235 damaging wind reports across the metro's counties from 2015 to 2024: #71 of 100 markets for hail and #57 for wind. June, July and August carried 71% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 594 cooling degree days a year (#77 of 97 markets) and 5,664 heating degree days (#32 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.

6 months average a high of 60°F or more (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.

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 Providence, 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 Providence program

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

4,121
Commercial Roofing

4,121
Commercial Construction

1,744
Commercial HVAC & Mechanical

1,510
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 Providence

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

The salary is the smallest part of the decision.

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**

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 Providence 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 Providence County, Bristol County and Kent County**
  83% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 4,206 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Providence over-indexes on**
  senior living and nursing (1.59x the U.S. mix), colleges and universities (1.54x the U.S. mix) and churches and religious organizations (1.50x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Rhode Island Hospital (Brown University Health), University of Rhode Island, Brown University and Quonset Business Park.
- [ ] **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 Rhode Island 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: 1,230 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: 971 sites here

From our paving talk track. First impressions and liability. Many stores lease, so confirm who controls the lot before pitching.

1. **Does the store control the parking lot, or does the landlord or shopping center manage it?**
   This is the first qualifying question, since many retail lots belong to the landlord.
2. **Are there potholes, cracks or faded striping customers have complained about?**
   Visible problems in front of customers drive action and point to a first job.
3. **Is a remodel or refresh planned for this location?**
   Remodels are when lot work often gets funded and scheduled.

Manufacturing plants: 569 sites here

From our construction talk track. Building around live operations and hitting a production start date. Ask what growth is planned and where.

1. **What growth is planned, such as new lines, added capacity or a new site?**
   Planned growth defines the project and the timeline.

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 production start date does the project have to hit?**
   A fixed start date changes how the owner weighs schedule against price.
3. **How will construction work around live operations?**
   Your answer to this is often the deciding factor for plant managers.

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.

- [ ] **Danoff Life Sciences Laboratories at Brown University**
  Under construction, move-in begins February 2027. With the structure and facade in place, the remaining work is dense lab mechanical, piping, ductwork, electrical and fire protection, followed by finishes ahead of a 2027 move-in. Wet labs also mean long-term HVAC service and specialty cleaning once occupied.

- [ ] **Robert F. Kennedy PreK-8 School**
  Broke ground June 2026, completion expected 2027. Foundation work started in July 2026, so structural, roofing, mechanical and electrical trades follow through 2026 and 2027, with flooring, painting and site landscaping closing out the job.

- [ ] **Providence Department of Public Works Complex**

  Under construction, operational 2027. An all-electric, 24-hour fleet facility puts weight on electrical service, heat pump HVAC and fire protection, plus heavy-duty paving for truck yards and bays.

- [ ] **Blackstone Distribution Center**

  Substantial completion targeted August 2026. As the shell wraps up, tenant fit-outs for spaces from 50,000 sq ft and up will bring electrical, office HVAC and ESFR sprinkler modifications, and the truck court and parking need paving and ongoing maintenance.

- [ ] **Tidewater Landing Phase II**

  Phase II moving forward, public amenities in permitting or under construction. Multiple mid-rise residential and commercial buildings mean multi-year mechanical, electrical, sprinkler and finish work, with landscaping and hardscape for the riverwalk and plazas.

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

  71% of the 261 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: medical, dental and outpatient offices**

  QCEW counted 95 more medical, dental and outpatient offices in Providence-Warwick than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: bank and credit union offices**

  QCEW counted 20 more bank and credit union offices in Providence-Warwick 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 Providence County, Bristol County and Kent County, which hold 83% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Rhode Island Hospital (Brown University Health) and University of Rhode Island at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Rhode Island 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: danoff Life Sciences Laboratories at Brown University.
- [ ] 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 Providence 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, Providence-Warwick, RI-MA.
- 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 Providence-Warwick territory.
- Cover photo: Downtown Providence, Rhode Island, skyline at golden hour, by Rafael Rodrigues 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 Providence

Territory
Check whether your trade is open in Providence

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Boston

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