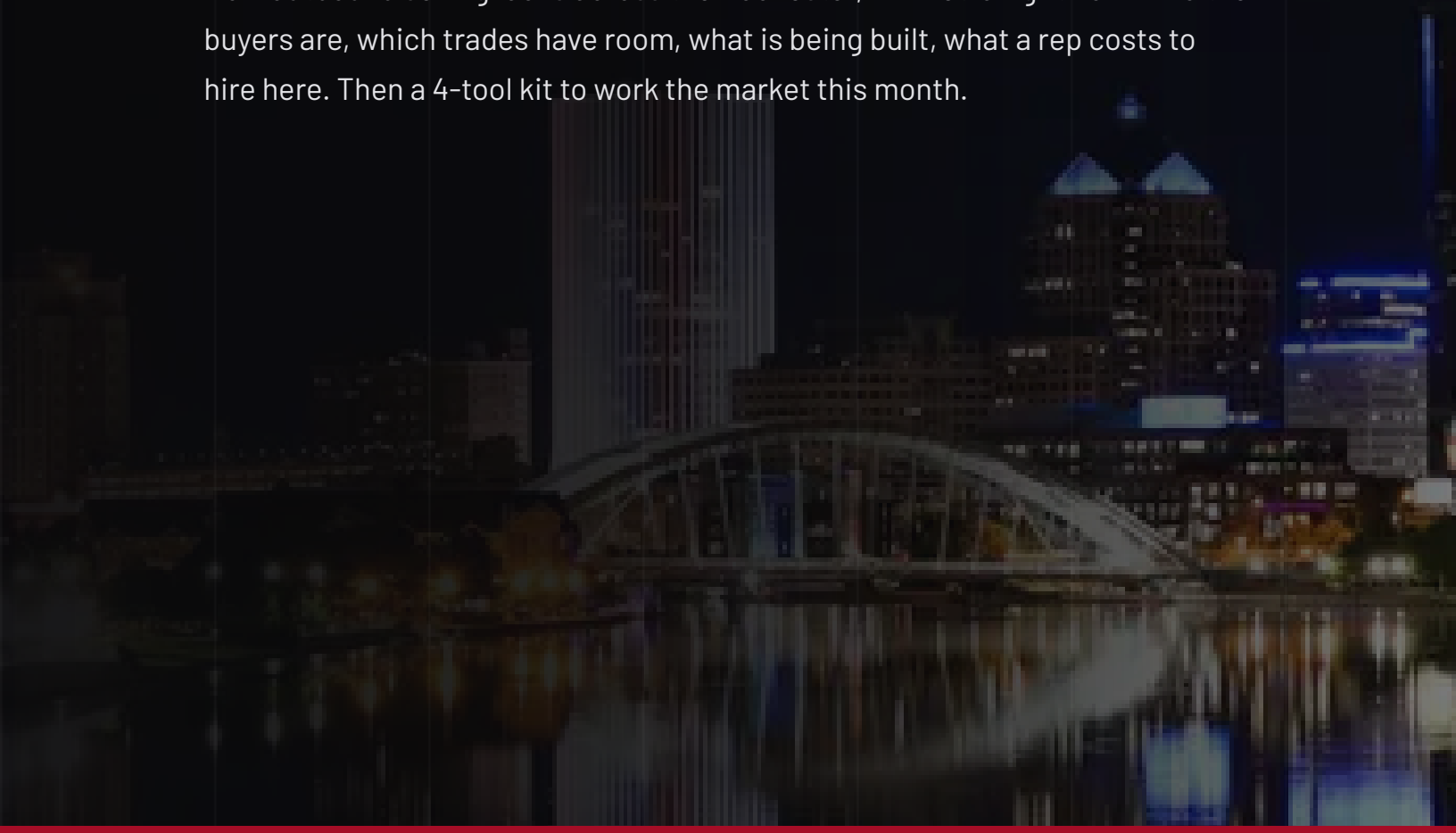
Market report · Rochester, NY

The State of Outbound Sales in Rochester, 2026

How outbound selling looks across the Rochester, NY 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.



2,401
business sites with 20+ people across the categories trades sell to, #57 of our 100 metros

16
buyer sites per electrical contractor, #5 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 Rochester

1

Biggest buyer pool

Restaurants: 624 sites

with 20 or more people, the largest buyer category in Rochester, ahead of retail stores (526).

2

Where the metro leans

Churches and religious organizations: 6.74x the U.S. mix

Also over-represented: golf courses and country clubs (2.31x) and senior living and nursing (1.78x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Electrical: #5 of 100 markets

16 buyer sites with 20+ people for each of 83 local electrical contractors. The most crowded is commercial landscaping, #72 of 100.

4

Biggest reason to call

Strong Memorial Hospital Expansion

Topped out September 2025, completion early 2027. One of 9 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 Employment and Wages, private ownership, 2026 Q1; project

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01

Chapter 01 The market

Who buys in Rochester

2,401 business sites in Rochester have 20 or more people on site in the categories commercial trades sell to. That ranks #57 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 Rochester, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**624**	2,277	1.28x	-57
Retail stores	**526**	3,224	1.23x	-84
Manufacturing plants	**424**	1,173	1.39x	-15
Wholesale distributors	**208**	1,064	0.84x	-30
Senior living and nursing	**192**	461	1.78x	+2
Medical, dental and outpatient offices	**189**	1,508	0.80x	-8
Grocery stores	**83**	556	1.48x	-22
Auto dealerships	**77**	185	1.54x	-4
Private K-12 schools	**45**	82	1.48x	0
Hotels	**38**	101	0.75x	0

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.

Rochester leans toward churches and religious organizations (6.74x), golf courses and country clubs (2.31x) and senior living and nursing (1.78x). 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 trucking companies (0.69x) and hotels (0.75x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: hosting and data processing companies (+4), senior living and nursing (+2) and bank and credit union offices (+2). New sites have no incumbent vendor yet.

The metro

Rochester, NY: 5 counties in this report's counts.

Monroe County, Ontario County and Wayne County hold 92% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Rochester

COUNTY	SITES WITH 20+	SHARE OF METRO
Monroe County START HERE	**1,807**	75%
Ontario County	**290**	12%
Wayne County	**119**	5%
Livingston County	**78**	3%
Orleans County	**40**	2%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 67 of the metro's 2,401 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Rochester

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 Rochester figure is ranked against the other markets we track.

How Rochester 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 Electrical MOST ROOM	**#5 of 100**	16	83	-1
Commercial Construction	**#6 of 100**	8.5	116	-2
Commercial Roofing	**#7 of 89**	110	13	0
Commercial HVAC & Mechanical	**#13 of 100**	14	71	0
Managed Service Providers	**#18 of 100**	4.9	272	+9
Commercial Painting & Coatings	**#31 of 86**	76	21	-2
Commercial Flooring	**#35 of 68**	68	13	0
Fire Protection	**#50 of 96**	43	37	+2
Paving & Asphalt	**#49 of 94**	40	30	-1
Commercial Cleaning & Janitorial	**#66 of 100**	3.3	340	-8
Commercial Landscaping	**#72 of 100**	3.2	427	-13

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 electrical (#5), commercial construction (#6) and commercial roofing (#7) rank best in Rochester. 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, #72 of 100: 3.2 buyer sites for each of 427 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-13) and commercial cleaning & janitorial (-8) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+9) and fire protection (+2) added them.

Open programs

Our availability workbook does not cover Rochester 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

9 named, sourced projects and 7 anchor owners in Rochester. 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

Strong Memorial Hospital Expansion

Topped out September 2025, completion early 2027

A nine-story patient tower with more than 100 private rooms and an emergency department expansion that will more than triple its size, at UR Medicine's Strong Memorial Hospital in Rochester.

> Through early 2027 the tower is in its interior phase: healthcare HVAC, electrical, fire protection, flooring and painting across 200-plus new treatment and observation stations, then long-term service contracts once open.

HVAC · electrical · fire protection · flooring · painting

13WHAM, 2025-09-22

02 · $72.3 million

Gateway Apartments

Construction started May 2026

Conversion of a seven-story 1905 office building in downtown Rochester, vacant for 20 years, into 129 all-electric affordable apartments.

> Office-to-residential conversions are interior-heavy: new all-electric HVAC, electrical distribution, sprinklers, flooring and painting on every floor of an older building.

HVAC · electrical · fire protection · flooring · painting

Office of the Governor of New York, 2026-05-05

03 · $20.9 million

Rochester Regional Health Unity Campus Expansion

Construction began April 27, 2026, completion late 2026

An $8.9 million oncology expansion doubling infusion bays at the Lipson Cancer Institute and a $12 million outpatient imaging center in the Unity Professional Office Building in Greece.

> Imaging suites with MRI and CT and a new oncology pharmacy need specialized electrical, HVAC and shielded interior buildouts, with finish trades closing out by late 2026.

HVAC · electrical · flooring · painting

Rochester Regional Health, 2026-04-07

04 · $14.5 million

RochesterWorks Career Center at MCC Downtown

Broke ground August 2026, opening fall 2027

A 24,000 sq ft workforce development center at Monroe Community College's Downtown campus in Rochester.

> A mid-size public build with mechanical, electrical, flooring and finish packages through 2027, then janitorial and maintenance contracts after opening.

construction · HVAC · electrical · flooring · cleaning

Monroe County, 2026-08-04

05 · $23 million

McAlpin Industries Webster manufacturing facility

Announced July 2025, production scheduled to begin late 2026

A 300,000 sq ft sheet metal fabrication and light manufacturing facility for McAlpin Industries on Hard Road in Webster, expected to create up to 52 jobs.

> A new 300,000 sq ft plant needs a full general construction package, a sprinkler system sized for manufacturing, and truck and employee parking paving, with roofing and electrical service for laser cutting and welding lines.

construction · fire protection · paving · roofing · electrical

Area Development, 2025-08-01

06 · $48.7 million

Pittsford Central School District 2026 Capital Project

Approved by voters March 5, 2026

A district-wide capital project at multiple Pittsford schools covering roof replacements, boiler and chiller replacements, new air conditioning in assembly areas, corridor floor tile replacement, generators, playground equipment and parking lot repaving.

> A voter-approved package like this turns into bid packages for parking lot repaving, roof replacement and coatings, corridor flooring and mechanical replacement over the next few construction seasons.

paving · roofing · flooring · HVAC · electrical

Pittsford Central School District, 2026-03

07

Marketplace Mall redevelopment

Town permits approved May 2026, state approval pending

The conversion of the closed Marketplace Mall in Henrietta into a medical, educational, residential and civic complex, including a new URMC Intellectual and Developmental Disabilities Institute and a new Mary Cariola Children's Center.

> Parts of the mall will be demolished and rebuilt because the roof and foundations cannot carry the air handling the new medical and school uses need, which means new construction with fire protection, and town conditions add circle road repairs and a new park with walking trails.

construction · fire protection · HVAC · paving · landscaping

13WHAM, 2026-05-29

08

University of Rochester Student Life building and Greenbaum Center for Jewish Life

Construction began August 2026, opening fall 2027

A two-story, 15,000 sq ft building on Intercampus Drive on the University of Rochester's River Campus with a lobby, a divisible ballroom and rehearsal space, plus a new home for the Greenbaum Center for Jewish Life.

> A new assembly building with a ballroom needs a general contractor, sprinkler and fire alarm systems, HVAC, and flooring for event and rehearsal space before the fall 2027 opening.

construction · fire protection · HVAC · flooring

University of Rochester, 2026-07-31

09

RIT summer 2026 campus improvement program

Summer 2026, fourth year of a five-year plan

Nearly 100 construction and renovation projects across the Rochester Institute of Technology campus in Henrietta, focused on residence halls, classrooms and outdoor spaces.

> The work list includes new fire alarms, masonry and roofing on residence halls, tree planting near pedestrian areas and resealing, patching and restriping of parking areas, with one more year left in RIT's five-year plan.

fire protection · roofing · paving · landscaping

Rochester Institute of Technology, 2026-06-03

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

Health system · Rochester, Monroe County

Strong Memorial Hospital

Strong Memorial Hospital has 886 beds.

> The University of Rochester Medical Center's main hospital, with inpatient towers, clinics, research space and parking.

HVAC · cleaning · fire protection · electrical

Campus · Rochester, Monroe County

University of Rochester

With more than 39,000 employees, the University of Rochester combined with UR Medicine and affiliates is the largest private employer in Greater Rochester and upstate New York.

> A research university and health system with academic campuses, hospitals and affiliated

University of Rochester Medical Center

facilities across the region.

HVAC · cleaning · roofing · landscaping

University of Rochester

Airport · Rochester, Monroe County

Frederick Douglass Greater Rochester International Airport (ROC)

Total passenger volume at ROC reached 2,797,112 in 2025, a 4.8% rise over 2024.

> A county-owned airport with a passenger terminal, parking, airfield pavement and cargo operations.

paving · cleaning · HVAC · electrical

Monroe County Airport Authority

Industrial park · Rochester, Monroe County

Eastman Business Park

Eastman Business Park covers 1,200 acres with 16 million square feet of building space zoned for manufacturing, distribution, office and laboratories.

> A former Kodak manufacturing campus now shared by many industrial tenants, with about 200 acres available for development.

HVAC · roofing · electrical · fire protection · paving

Eastman Kodak Company

Major employer · Rochester, Monroe County

Wegmans Food Markets

The City of Rochester's 2025 ACFR, citing the Rochester Business Journal, lists Wegmans Food Markets with 12,686 employees, third among private employers in the area.

> A Rochester-based grocer with headquarters offices, stores and distribution facilities across the region.

cleaning · roofing · paving · HVAC

City of Rochester

Major employer · Rochester, Monroe County

Paychex

The City of Rochester's 2025 ACFR, citing the Rochester Business Journal, lists Paychex Inc. with 4,527 employees in the Rochester area.

> A locally headquartered payroll company with corporate office campuses in Monroe County.

cleaning · HVAC · landscaping · paving

City of Rochester

Major employer · Rochester, Monroe County

L3Harris Technologies

The City of Rochester's 2025 ACFR, citing the Rochester Business Journal, lists L3Harris Technologies Inc. with 3,700 employees in the Rochester area.

> Defense electronics engineering and manufacturing buildings in the Rochester area.

HVAC · electrical · fire protection · cleaning

City of Rochester

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, Rochester

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		14
Commercial Electrical		10
Fire Protection		9
Paving & Asphalt		8
Commercial Cleaning & Janitorial		7
Commercial Roofing		6
Commercial Flooring		6
Commercial Construction		4
Commercial Landscaping		4
Commercial Painting & Coatings		3

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

04

Chapter 04 The calendar

The Rochester selling calendar

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

Rochester 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	0	16	50	167	129	122	20	48	6	0
Cooling degree days average month	0	0	0	0	25	87	190	155	40	1	0	0
Heating degree days average month	1,256	1,094	975	595	270	52	12	25	120	439	746	1,064
Average high (°F) average month	32	34	42	55	68	76	81	79	72	60	48	37

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 532 damaging wind reports across the metro's counties from 2015 to 2024: #72 of 100 markets for hail and #31 for wind. June, July and August carried 75% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 498 cooling degree days a year (#83 of 97 markets) and 6,648 heating degree days (#13 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 Rochester, 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 Rochester program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Rochester-Batavia-Seneca Falls territory.

3,081
Commercial Roofing

3,081
Commercial Construction

1,367
Commercial HVAC & Mechanical

1,100
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 Rochester

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

The salary is the smallest part of the decision. About 3,510 people hold the role in the Rochester, NY 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 Rochester 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 Monroe County, Ontario County and Wayne County**
  92% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 2,401 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Rochester over-indexes on**
  churches and religious organizations (6.74x the U.S. mix), golf courses and country clubs (2.31x the U.S. mix) and senior living and nursing (1.78x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Strong Memorial Hospital, University of Rochester, Frederick Douglass Greater Rochester International Airport (ROC) and Eastman 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 New York 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: 624 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: 526 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.

Manufacturing plants: 424 sites here

From our electrical talk track. Uptime and planned shutdowns. Ask what an electrical failure costs the line and when the next shutdown window is.

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. **When was the last unplanned electrical outage, and what did it cost the line?**
   A recent outage gives you the cost of failure in the plant's own words, which justifies preventative work.
2. **When is your next planned shutdown, and what electrical work is already on that list?**
   Shutdown windows are when real work happens, so this tells you when a proposal must be approved.
3. **Has anyone done infrared scanning or switchgear maintenance on your gear recently?**
   Missing maintenance on critical gear is a concrete, defined first 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.

- [ ] **Strong Memorial Hospital Expansion**
  Topped out September 2025, completion early 2027. Through early 2027 the tower is in its interior phase: healthcare HVAC, electrical, fire protection, flooring and painting across 200-plus new treatment and observation stations, then long-term service contracts once open.
- [ ] **Gateway Apartments**
  Construction started May 2026. Office-to-residential conversions are interior-heavy: new all-electric HVAC, electrical distribution, sprinklers, flooring and painting on every floor of an older building.

- [ ] **Rochester Regional Health Unity Campus Expansion**

  Construction began April 27, 2026, completion late 2026. Imaging suites with MRI and CT and a new oncology pharmacy need specialized electrical, HVAC and shielded interior buildouts, with finish trades closing out by late 2026.

- [ ] **McAlpin Industries Webster manufacturing facility**

  Announced July 2025, production scheduled to begin late 2026. A new 300,000 sq ft plant needs a full general construction package, a sprinkler system sized for manufacturing, and truck and employee parking paving, with roofing and electrical service for laser cutting and welding lines.

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

  75% of the 558 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: senior living and nursing**

  QCEW counted 2 more senior living and nursing in Rochester than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **RochesterWorks Career Center at MCC Downtown**

  Broke ground August 2026, opening fall 2027. A mid-size public build with mechanical, electrical, flooring and finish packages through 2027, then janitorial and maintenance contracts after opening.

- [ ] **Pittsford Central School District 2026 Capital Project**

  Approved by voters March 5, 2026. A voter-approved package like this turns into bid packages for parking lot repaving, roof replacement and coatings, corridor flooring and mechanical replacement over the next few construction seasons.

- [ ] **New sites: hosting and data processing companies**

  QCEW counted 4 more hosting and data processing companies in Rochester 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 Monroe County, Ontario County and Wayne County, which hold 92% 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 Strong Memorial Hospital and University of Rochester at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for New York 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: strong Memorial Hospital Expansion.
- [ ] 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 Rochester 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, Rochester, NY.
- 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 Rochester-Batavia-Seneca Falls territory.
- U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025: Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091).
- Cover photo: Downtown Rochester, New York, lit up at night along the river, by Quy Pham 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 Rochester

Territory
Check whether your trade is open in Rochester

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Buffalo

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