Market report · Sacramento-Roseville-Folsom, CA

The State of Outbound Sales in Sacramento, 2026

How outbound selling looks across the Sacramento-Roseville-Folsom, CA 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.

4,761
business sites with 20+ people across the categories trades sell to, #37 of our 100 metros

103
buyer sites per commercial flooring contractor, #8 of 68 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 Sacramento

1

Biggest buyer pool

Restaurants: 1,517 sites

with 20 or more people, the largest buyer category in Sacramento-Roseville, ahead of retail stores (1,127).

2

Where the metro leans

Apartment and residential property managers: 1.33x the U.S. mix

The one category that stands out against the national mix. Trades that serve it have more of these buyers here than average.

3

Most room

Commercial Flooring: #8 of 68 markets

103 buyer sites with 20+ people for each of 19 local commercial flooring contractors. The most crowded is commercial cleaning & janitorial, #75 of 100.

4

Biggest reason to call

UC Davis Health California Tower, $3.7 billion

Topped out February 2026, opening 2030. 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 Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics,

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01

Chapter 01 The market

Who buys in Sacramento-Roseville

4,761 business sites in Sacramento-Roseville have 20 or more people on site in the categories commercial trades sell to. That ranks #37 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 Sacramento-Roseville, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,517**	5,128	0.80x	+208
Retail stores	**1,127**	6,033	0.62x	+20
Medical, dental and outpatient offices	**554**	4,631	0.75x	+369
Wholesale distributors	**386**	2,043	0.36x	+38
Manufacturing plants	**327**	1,418	0.46x	+37
Grocery stores	**269**	987	0.69x	+19
Senior living and nursing	**200**	792	1.03x	+47
Hotels	**119**	297	0.58x	+8
Private K-12 schools	**118**	170	0.67x	+1
Trucking companies	**95**	1,624	1.06x	+98

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.

Sacramento-Roseville leans toward apartment and residential property managers (1.33x). 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 hosting and data processing companies (0.23x) and wholesale distributors (0.36x). 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 (+369), restaurants (+208) and apartment and residential property managers (+130). New sites have no incumbent vendor yet.

The metro

Sacramento-Roseville-Folsom, CA: 4 counties in this report's counts.

Sacramento County, Placer County and Yolo County hold 92% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Sacramento-Roseville

COUNTY	SITES WITH 20+	SHARE OF METRO
Sacramento County START HERE	**2,961**	62%
Placer County	**946**	20%
Yolo County	**468**	10%
El Dorado County	**291**	6%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 95 of the metro's 4,761 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Sacramento

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 Sacramento figure is ranked against the other markets we track.

How Sacramento 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 Flooring MOST ROOM	**#8 of 68**	103	19	0
Commercial Roofing	**#32 of 89**	75	36	+2
Managed Service Providers	**#37 of 100**	3.3	855	+56
Fire Protection	**#36 of 96**	46	66	+2
Paving & Asphalt	**#41 of 94**	43	68	+2
Commercial Landscaping	**#46 of 100**	3.8	798	+30
Commercial Painting & Coatings	**#41 of 86**	70	41	+3
Commercial HVAC & Mechanical	**#52 of 100**	9.7	160	0
Commercial Electrical	**#69 of 100**	9.1	231	+4
Commercial Construction	**#73 of 100**	3.4	381	+11
Commercial Cleaning & Janitorial	**#75 of 100**	3.2	547	+31

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 flooring (#8), commercial roofing (#32) and managed service providers (#37) rank best in Sacramento. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial cleaning & janitorial is the most crowded trade here, #75 of 100: 3.2 buyer sites for each of 547 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Open programs

Our availability workbook does not cover Sacramento 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 7 anchor owners in Sacramento-Roseville. 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 · $3.7 billion

UC Davis Health California Tower

Topped out February 2026, opening 2030

A 14-story hospital and five-story pavilion adding about 1 million sq ft and roughly 334 inpatient beds on the UC Davis Medical Center campus in Sacramento.

> With the steel frame complete, the project moves into envelope, roofing, mechanical, electrical and fire protection rough-in, followed by years of interior finishes before the 2030 opening. It is one of the longest-running large healthcare jobs in the region.

HVAC · electrical · fire protection · flooring · painting

UC Davis Health, 2026-02-09

02 · $1.5 billion

Kaiser Permanente Railyards Medical Center

Topped out September 2026, opening 2029

An eight-story, 662,050 sq ft, 310-bed all-electric hospital with a 173,000 sq ft medical office building and parking garage at 365 Railyards Boulevard in Sacramento's Railyards district.

> An all-electric hospital shifts more scope to heat pump systems and electrical service, and post-topping-out work through 2029 covers roofing, mechanical, fire protection and interiors. The parking garage and campus site add paving and landscape packages.

HVAC · electrical · roofing · fire protection · landscaping

Construction Review Online, 2026-09-10

03 · 150,000 sq ft

Prime Data Centers SMF02

Under construction (broke ground May 2026)

A two-story, 18-megawatt data center, the second on Prime Data Centers' campus at McClellan Park in Sacramento County.

> High-density computing buildings are mostly mechanical cooling, power distribution and backup power, plus fire suppression, so those trades carry the bulk of the work. Once operating, data halls need specialized cleaning on a recurring schedule.

HVAC · electrical · fire protection · cleaning

Connect CRE, 2026-05-08

04 · $145 million

Sutter Folsom Care Complex

Under construction, opening fall 2027

A 106,500 sq ft outpatient complex with primary and specialty care, an outpatient surgery center and a cancer center off Highway 50 in Folsom's Broadstone area.

> Outpatient surgery and cancer treatment space needs specialized HVAC, medical gas and electrical systems, with interior flooring and painting closing out ahead of fall 2027. After opening, the complex needs medical-grade cleaning and grounds care.

HVAC · electrical · flooring · cleaning · landscaping

Sutter Health, 2025-06-11

05

Sacramento International Airport Concourse B expansion (SMForward)

Construction starting 2026, continuing into 2028

An expansion of Concourse B at Sacramento International Airport to add gates and support future air service, part of the airport's $1.3 billion SMForward program in Sacramento County.

> Concourse additions bring roofing, mechanical, electrical and fire protection work, followed by flooring and paint in the new passenger areas. Airside gate work also adds paving scopes.

roofing · HVAC · electrical · paving · flooring

OnSite Observer, 2026-01-22

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 Sacramento-Roseville. One relationship with a facilities team here can cover many buildings.

Health system · Sacramento, Sacramento County

UC Davis Health (UC Davis Medical Center)

Wikipedia's table of Sacramento's top employers lists UC Davis Health System with 16,075 employees in 2024, second only to the State of California.

> The UC Davis Medical Center campus, a Level I adult and pediatric trauma center, plus clinics across the region need mechanical, life-safety, cleaning and interior work.

HVAC · cleaning · fire protection · flooring · electrical

Wikipedia

Campus · Davis, Yolo County

University of California, Davis

Wikipedia lists 40,848 students at UC Davis in fall 2023, with a citation to the university.

> A large campus of classrooms, research labs, farms, residence halls and parking needs HVAC service, cleaning, roofing, paving and grounds work.

HVAC · cleaning · roofing · landscaping · paving

Wikipedia

Airport · Sacramento, Sacramento County

Sacramento International Airport (SMF)

Wikipedia lists 13,912,718 passengers at Sacramento International in 2025, sourced to the Federal Aviation Administration.

> Terminals, a people mover, parking and airfield buildings need cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · paving · electrical

Public owner · Sacramento, Sacramento County

State of California

Wikipedia's table of Sacramento's top employers lists the State of California with 113,610 employees in 2024.

> State office buildings, the Capitol complex and department campuses across the city are maintained through state procurement

Wikipedia

> for janitorial, mechanical, electrical and landscape work.

cleaning · HVAC · electrical · landscaping

Wikipedia

Major employer · Folsom, Sacramento County

Intel Folsom campus

Wikipedia, citing Folsom's 2020 Comprehensive Annual Financial Report, lists Intel as the city's top employer with 6,318 employees and calls it the largest private employer in the Sacramento area.

> A large engineering and office campus needs electrical, HVAC, janitorial and landscape service.

electrical · HVAC · cleaning · landscaping

Wikipedia

Industrial park · McClellan, Sacramento County

McClellan Park

McClellan Park, the former McClellan Air Force Base, says it has over 220,000 square feet of hangar space and entitlements for an additional 5 million square feet of future development.

> Industrial, office and hangar buildings on the former base share needs for roofing, paving, electrical and fire protection work.

roofing · paving · electrical · fire protection · construction

McClellan Park

Retail center · Roseville, Placer County

Westfield Galleria at Roseville

Wikipedia lists the Galleria at 1,336,009 square feet of floor area and calls it the largest shopping mall in the Sacramento metropolitan area, both with citations.

> A two-level mall with an outdoor promenade and 6,400 parking spaces needs cleaning, HVAC, flooring and pavement work.

cleaning · HVAC · flooring · paving

Wikipedia

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, Sacramento-Roseville

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		11
Commercial Electrical		10
Commercial Cleaning & Janitorial		8
Commercial Flooring		5
Fire Protection		5
Paving & Asphalt		5
Commercial Landscaping		5
Commercial Roofing		4
Commercial Painting & Coatings		1
Commercial Construction		1

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

04

Chapter 04 The calendar

The Sacramento selling calendar

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

Sacramento 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	1	0	0	0	0	2	1	3	1	2	0
Cooling degree days average month	0	0	3	18	72	166	295	273	171	44	0	0
Heating degree days average month	640	508	460	337	181	52	7	8	34	176	439	655
Average high (°F) average month	53	57	61	67	75	84	90	90	85	74	61	53

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 9 hail reports of 1 inch or larger and 1 damaging wind reports across the metro's counties from 2015 to 2024: #85 of 100 markets for hail and #94 for wind. July, September and November carried 70% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,043 cooling degree days a year (#53 of 97 markets) and 3,496 heating degree days (#57 of 97). Cooling load peaks in June, July, August and September; heating in January, February, March, April, 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.

9 months average a high of 60°F or more (March, April, May, June, July, August, September, October and November). 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 Sacramento, 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 Sacramento program

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

5,159
Commercial Roofing

5,159
Commercial Construction

1,766
Commercial HVAC & Mechanical

1,335
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 Sacramento

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

The salary is the smallest part of the decision. About 6,920 people hold the role in the Sacramento-Roseville-Folsom, CA 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 Sacramento 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 Sacramento County, Placer County and Yolo County**
  92% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 4,761 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Sacramento over-indexes on**
  apartment and residential property managers (1.33x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  UC Davis Health (UC Davis Medical Center), University of California, Davis, Sacramento International Airport (SMF) and State of California.
- [ ] **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 California 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: 1,517 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: 554 sites here

From our flooring talk track. Cleanable surfaces and installing without closing the practice. Weekend installs are common.

1. **Which areas are clinical and which are office, and what is in each now?**
   Clinical areas need cleanable, seamless surfaces, which changes product and price.
2. **Can installs happen on weekends or after hours so the practice stays open?**
   Keeping patients flowing is the main concern, so scheduling answers matter.

Retail stores: 1,127 sites here

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

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

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.

3. **Is a remodel, acquisition or new location planned?**
   New clinics and remodels bring the largest flooring projects.

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.

- [ ] **UC Davis Health California Tower**

  Topped out February 2026, opening 2030. With the steel frame complete, the project moves into envelope, roofing, mechanical, electrical and fire protection rough-in, followed by years of interior finishes before the 2030 opening. It is one of the longest-running large healthcare jobs in the region.

- [ ] **Kaiser Permanente Railyards Medical Center**

  Topped out September 2026, opening 2029. An all-electric hospital shifts more scope to heat pump systems and electrical service, and post-topping-out work through 2029 covers roofing, mechanical, fire protection and interiors. The parking garage and campus site add paving and landscape packages.

- [ ] **Prime Data Centers SMF02**

  Under construction (broke ground May 2026). High-density computing buildings are mostly mechanical cooling, power distribution and backup power, plus fire suppression, so those trades carry the bulk of the work. Once operating, data halls need specialized cleaning on a recurring schedule.

- [ ] **Sutter Folsom Care Complex**

  Under construction, opening fall 2027. Outpatient surgery and cancer treatment space needs specialized HVAC, medical gas and electrical systems, with interior flooring and painting closing out ahead of fall 2027. After opening, the complex needs medical-grade cleaning and grounds care.

- [ ] **Sacramento International Airport Concourse B expansion (SMForward)**

  Construction starting 2026, continuing into 2028. Concourse additions bring roofing, mechanical, electrical and fire protection work, followed by flooring and paint in the new passenger areas. Airside gate work also adds paving scopes.

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

  70% of the 10 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 369 more medical, dental and outpatient offices in Sacramento-Roseville than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 208 more restaurants in Sacramento-Roseville 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 Sacramento County, Placer County and Yolo County, which hold 92% 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 UC Davis Health (UC Davis Medical Center) and University of California, Davis at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for California 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: UC Davis Health California Tower.
- [ ] 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 Sacramento 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, Sacramento-Roseville-Folsom, CA.
- 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 Sacramento-Roseville 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 Sacramento and the California State Capitol at sunset, by Wil Stewart 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 Sacramento

Territory
Check whether your trade is open in Sacramento

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Stockton

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