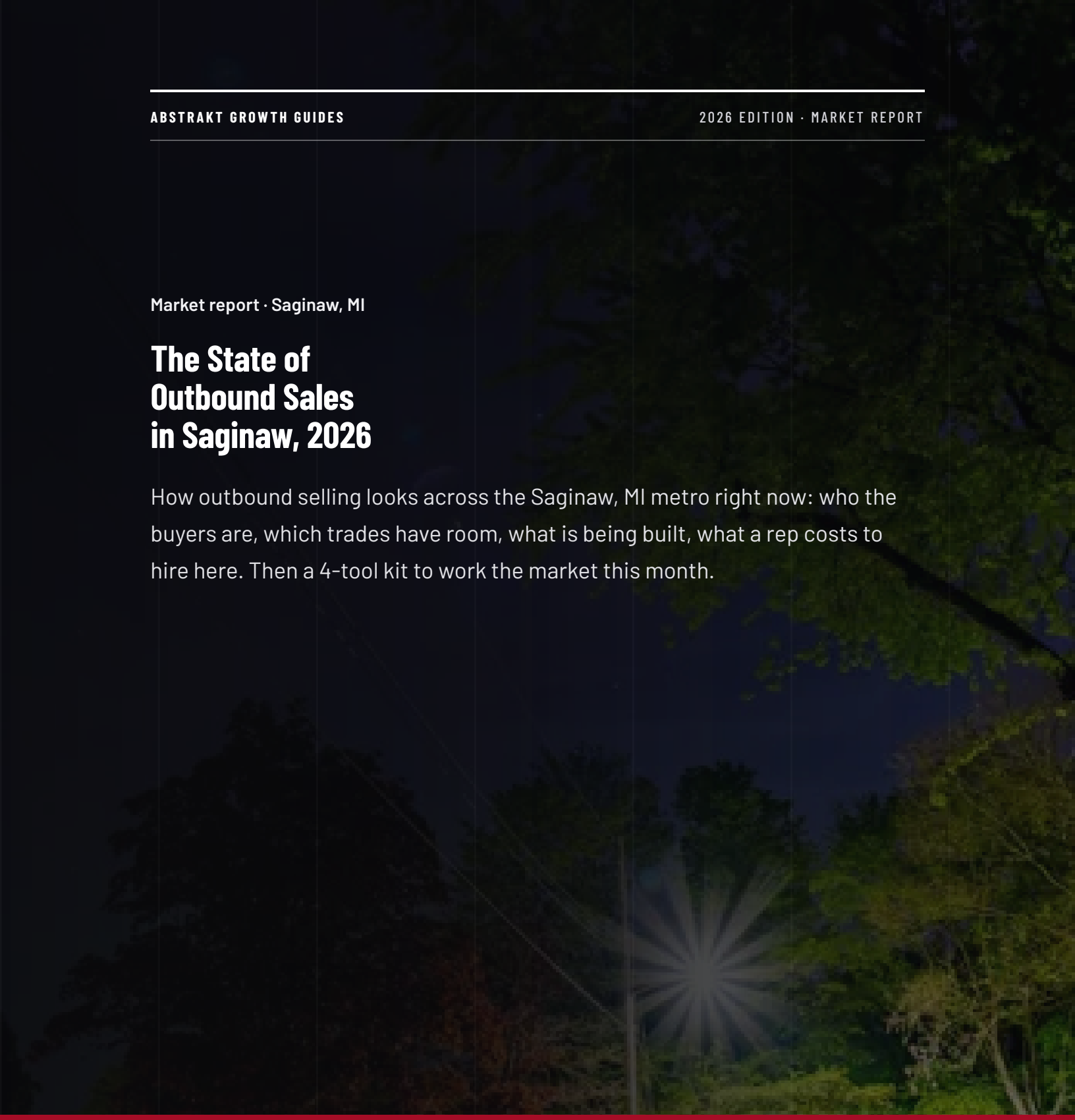


Market report · Saginaw, MI

The State of Outbound Sales in Saginaw, 2026

How outbound selling looks across the Saginaw, MI 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.

507

business sites with 20+ people across the categories trades sell to, #99 of our 100 metros

19

buyer sites per managed service provider, #1 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 Saginaw

1

Biggest buyer pool

Restaurants: 140 sites

with 20 or more people, the largest buyer category in Saginaw, ahead of retail stores (119).

2

Where the metro leans

Churches and religious organizations: 4.43x the U.S. mix

Also over-represented: golf courses and country clubs (2.49x) and senior living and nursing (2.18x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Managed Service Providers: #1 of 100 markets

19 buyer sites with 20+ people for each of 13 local managed service providers. The most crowded is commercial HVAC & mechanical, #24 of 100.

4

Biggest reason to call

Hemlock Semiconductor Polysilicon Manufacturing Expansion, roughly $772 million

Construction starting 2026, production expected 2028. One of 12 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.

Contents

01 THE MARKET — Who buys in Saginaw

02 THE COMPETITION — Which trades have the most room in Saginaw

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

04 THE CALENDAR — The Saginaw selling calendar

05 THE NUMBERS — What one meeting takes, trade by trade

06 BUILD OR BUY — What an in-house SDR costs in Saginaw

Kit PART TWO: APPLY THIS — The toolkit

Src METHOD — Sources and notes

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, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Saginaw

507 business sites in Saginaw have 20 or more people on site in the categories commercial trades sell to. That ranks #99 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 Saginaw, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**140**	383	1.51x	+5
Retail stores	**119**	749	1.76x	+1
Medical, dental and outpatient offices	**74**	410	1.47x	-1
Manufacturing plants	**59**	171	1.40x	-4
Senior living and nursing	**40**	101	2.18x	-1
Wholesale distributors	**33**	171	0.64x	-6
Auto dealerships	**17**	31	1.79x	0
Grocery stores	**14**	112	2.09x	-2
Churches and religious organizations	**11**	137	4.43x	0
Trucking companies	**11**	74	1.31x	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.

Saginaw leans toward churches and religious organizations (4.43x), golf courses and country clubs (2.49x) and senior living and nursing (2.18x). 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 wholesale distributors (0.64x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+5), retail stores (+1) and hotels (+1). New sites have no incumbent vendor yet.

The metro

Saginaw, MI: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Saginaw

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 Saginaw figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Managed Service Providers MOST ROOM	**#1 of 100**	19	13	0
Commercial Cleaning & Janitorial	**#2 of 100**	9.2	23	+1
Commercial Construction	**#16 of 100**	7.3	20	0
Commercial Electrical	**#20 of 100**	13	18	-1
Commercial Landscaping	**#20 of 100**	4.7	59	+5
Commercial HVAC & Mechanical	**#24 of 100**	12	15	+1

Sources: U.S. Census Bureau, County Business Patterns 2023 (each trade's own buyer categories, 20+ people); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (contractor establishments and one-year change). Each trade counts different buyers, so compare ranks across trades, not the raw ratios. Ranked among markets with at least 10 contractors in the trade.

Managed service providers (#1), commercial cleaning & janitorial (#2) and commercial construction (#16) rank best in Saginaw. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial HVAC & mechanical is the most crowded trade here, #24 of 100: 12 buyer sites for each of 15 local mechanical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial electrical (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+5) and commercial cleaning & janitorial (+1) added them.

Not ranked here: commercial flooring (4 contractors), commercial painting & coatings (1 contractor), commercial roofing (3 contractors), fire protection (5 contractors) and paving & asphalt (2 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover Saginaw 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

12 named, sourced projects and 7 anchor owners in Saginaw. 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 · roughly $772 million

Hemlock Semiconductor Polysilicon Manufacturing Expansion

Construction starting 2026, production expected 2028

A new hyper-pure polysilicon manufacturing facility at Hemlock Semiconductor in Hemlock, Saginaw County, backed by federal CHIPS funding and up to $40 million in state support.

> The project is expected to bring more than 1,000 construction jobs, with heavy process mechanical, electrical and fire protection scopes through 2028, plus site paving at an operating industrial campus.

HVAC · electrical · fire protection · construction · paving

The Michigan Banner, 2026-08-07

02 · $220 million

MyMichigan Health CMU Medical Education Building

Broke ground September 2026, construction complete summer 2028

A new home for Central Michigan University's College of Medicine with classrooms, teaching spaces and clinical exam suites in Saginaw's Medical Diamond on Washington Avenue.

> Groundbreaking this fall means site work and structure in 2026 and 2027, then mechanical, electrical, flooring and painting ahead of fall 2028 classes, with more Medical Diamond buildings planned nearby.

construction · HVAC · electrical · flooring · painting

WNEM, 2026-09-22

03 · $50 million

Saginaw Control & Engineering Expansion

Announced April 2026

A new 230,000 sq ft manufacturing facility for an electrical enclosure and precision sheet metal maker in Thomas Township, Saginaw County.

> A 230,000 sq ft plant brings a large roof, industrial electrical service, sprinklers and paved truck and parking areas, plus equipment installs at the company's existing sites.

roofing · electrical · fire protection · paving

The Michigan Banner, 2026-04-15

04 · $25 million

Covenant HealthCare Orthopedics Facility

Groundbreaking set for April 2026, opening planned summer 2027

A 25,700 sq ft outpatient orthopedics building with 44 exam rooms, four X-ray suites, four procedure rooms and an OrthoExpress urgent care on Covenant's Mackinaw Road campus at Tittabawassee Road in Saginaw Township.

> Structure and envelope run through 2026, then medical HVAC, imaging-suite electrical and clinical flooring in 2027 ahead of the summer opening, followed by a recurring medical janitorial contract for an outpatient building with walk-in urgent care.

construction · HVAC · electrical · flooring · cleaning

ABC12, 2026-02-26

05

Saginaw Fairgrounds Community Park

Under construction, gatehouse restoration in 2027

A new ARPA-funded city park around the historic Fairgrounds Gatehouse on East Genesee Avenue in Saginaw, with a new parking lot, 6,225 sq ft of concrete walkways and plazas, fencing and site lighting.

> Current work is paving, concrete curbing, site lighting and extensive tree and shrub planting, and the city will need grounds maintenance once the park opens, with the gatehouse restoration following in 2027.

paving · landscaping · electrical · construction

ABC12, 2026-09-02

06 · $12.3 million

SVSU University Village Housing Addition

Broke ground July 2025, completion scheduled August 2026

A new townhouse-style residence building added to the University Village complex at Saginaw Valley State University in Saginaw County, housing 96 students in units with four private bedrooms.

> A new residence building finishing for the fall 2026 term means roofing, HVAC, flooring and painting closeout, then recurring turnover cleaning and repainting between academic years.

roofing · HVAC · flooring · painting · cleaning

ABC12, 2025-07-01

07 · 28,000 sq ft

Team One Credit Union Corporate Office

Broke ground August 2025, completion date not announced

A three-story corporate office for about 70 employees with a 2,400 sq ft community center on the ground floor, on Hayden Street just west of Warren Avenue in downtown Saginaw.

> A new three-story downtown office needs a roof, interior painting and site landscaping during construction, then a recurring office and community-space janitorial contract once staff move in.

construction · roofing · painting · landscaping · cleaning

ABC12, 2025-08-21

08 · nearly $3.3 million

Ojibway Island Park Renovation

Reopening after July 4, 2026

A city of Saginaw renovation of Ojibway Island park in the Saginaw River covering shoreline stabilization, stage renovations, parking and roadway updates, plus security cameras across the island.

> The roadway and parking work wraps up with the 2026 reopening, leaving the city with a renovated riverfront park that needs pavement upkeep, shoreline and turf maintenance, and seasonal grounds work.

paving · landscaping · construction

ABC12, 2026-06-10

09

Boys & Girls Clubs of the Great Lakes Bay Region Saginaw Teen Center

Groundbreaking April 10, 2026

A new teen center for academic support, career readiness and mentoring at 1781 Fordney Street in Saginaw, backed by the City of Saginaw, donors and grant funders.

> A new youth facility built in 2026 brings roofing, flooring, painting and site landscaping packages, then a recurring janitorial contract for a building used daily after school.

roofing · flooring · painting · landscaping · cleaning

ABC12, 2026-04-02

10 · up to $6.4 million

SVSU University Village Apartment Renovations

Approved June 2026

Saginaw Valley State University's Board of Control approved spending to renovate apartment-style housing units in the University Village complex on the University Center campus in Saginaw County.

> Renovating occupied student apartments means interior finish packages (flooring, paint) scheduled around the academic calendar, plus turnover and deep cleaning before units return to service.

flooring · painting · cleaning · HVAC

Saginaw Valley State University, 2026-06-15

11

Hemlock Public Schools Performing Arts Center

Opened August 2026

A new 670-seat performing arts center for Hemlock Public Schools in Hemlock, Saginaw County, open to students, families and community events.

> A public-facing auditorium hosting school and senior events through the year needs recurring janitorial service, floor care in lobbies and aisles, and periodic repainting of high-traffic areas.

cleaning · flooring · painting · HVAC

ABC12, 2026-08-18

12

SVSU Brown Hall Renovation

Reopened August 2025

A 15-month renovation of Brown Hall at Saginaw Valley State University adding new windows, upgraded labs, staff offices and a new diagonal corridor, housing seven arts and behavioral science departments.

> A freshly renovated classroom and lab building with new interior finishes and accent walls moves into the maintenance cycle: daily custodial work, floor care in corridors and labs, and touch-up painting.

cleaning · flooring · painting

Midland Daily News, 2025-08-17

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

Health system · Saginaw, Saginaw County

Covenant HealthCare

Saginaw Future ranks Covenant HealthCare as the county's largest employer, with 4,800 employees.

> Runs acute-care hospital campuses and outpatient buildings in Saginaw that need climate control, cleaning, life-safety systems and parking lot upkeep.

HVAC · cleaning · fire protection · paving

Saginaw Future Inc.

Campus · University Center, Saginaw County

Saginaw Valley State University

SVSU reported 6,906 students taking classes for the fall 2025 semester, up from 6,822 a year earlier.

> Operates a single-campus university with classroom buildings, residence halls, athletic facilities and surface lots.

HVAC · cleaning · roofing · landscaping

Saginaw Valley State University

Major employer · Saginaw, Saginaw County

Nexteer Automotive

Saginaw Future lists Nexteer Automotive as the county's second-largest employer, with 3,800 employees.

> Runs steering-system manufacturing plants with large production floors, roofs and electrical loads that need ongoing maintenance and upgrades.

electrical · HVAC · roofing · flooring

Saginaw Future Inc.

Major employer · Saginaw, Saginaw County

Morley Companies

Saginaw Future lists Morley Companies, Inc. third among county employers, with 2,148 employees.

> Operates office and contact-center space where occupied-building cleaning, HVAC and electrical work are recurring needs.

cleaning · HVAC · electrical

Saginaw Future Inc.

Public owner · Saginaw, Saginaw County

Aleda E. Lutz VA Medical Center

Industrial park · Thomas Township, Saginaw County

Great Lakes Tech Park

Saginaw Future lists the Aleda E. Lutz Veteran Affairs Medical Center with 982 employees.

> A federal medical campus whose buildings, grounds and life-safety systems are maintained through federal contracting.

HVAC · fire protection · cleaning · landscaping

Saginaw Future Inc.

The park was named a Michigan Certified Business Park by the Michigan Economic Developers Association in December 2016.

> Pad-ready industrial land where new plants bring site work, building shells, power and fire protection, then ongoing grounds and lot maintenance.

construction · paving · electrical · fire protection

Saginaw Future Inc.

Airport · Freeland, Saginaw County

MBS International Airport

MBS International Airport covers 3,200 acres and has two asphalt runways.

> Runs a passenger terminal, hangars, runways and parking lots that need pavement, roofing, HVAC and cleaning work.

paving · roofing · HVAC · cleaning

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, Saginaw

TRADE	PROJECTS AND OWNERS	
Commercial Cleaning & Janitorial		12
Commercial HVAC & Mechanical		12
Commercial Electrical		8

TRADE	PROJECTS AND OWNERS	
Commercial Flooring		8
Commercial Construction		7
Commercial Painting & Coatings		7
Commercial Roofing		7
Paving & Asphalt		7
Commercial Landscaping		6
Fire Protection		5

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

04

Chapter 04 The calendar

The Saginaw selling calendar

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

Saginaw 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	0	8	20	8	24	12	5	3	1
Cooling degree days average month	0	0	0	0	40	125	212	171	43	2	0	0
Heating degree days average month	1,298	1,125	956	566	255	44	10	26	126	455	783	1,115
Average high (°F) average month	30	33	43	57	70	79	83	80	74	60	47	35

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 12 hail reports of 1 inch or larger and 69 damaging wind reports across the metro's counties from 2015 to 2024: #81 of 100 markets for hail and #79 for wind. June, August and September carried 69% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 592 cooling degree days a year (#78 of 97 markets) and 6,760 heating degree days (#12 of 97). Cooling load peaks in June, July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

Cleaning, construction, electrical, flooring and fire protection sell on contract end dates, budgets and inspection cycles. Learn each account's date on the first call and come back before it.

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 Saginaw, 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 Saginaw program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Saginaw-Midland-Bay City territory.

1,779
Commercial Roofing

1,779
Commercial Construction

658
Commercial HVAC & Mechanical

506
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 Saginaw

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

The salary is the smallest part of the decision. About 410 people hold the role in the Saginaw, MI 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 Saginaw 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 has 20 or more people on site**
  One of the 507 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Saginaw over-indexes on**
  churches and religious organizations (4.43x the U.S. mix), golf courses and country clubs (2.49x the U.S. mix) and senior living and nursing (2.18x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Covenant HealthCare, Saginaw Valley State University, Nexteer Automotive and Morley Companies.
- [ ] **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 Michigan before you dial.

0 of 5 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: 140 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: 119 sites here

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

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

Medical, dental and outpatient offices: 74 sites here

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

1. **Who completed your last HIPAA security risk assessment, and when?**
   The HIPAA Security Rule expects a risk analysis. A blank or an old date is a concrete, compliance-driven reason to meet.

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. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.

2. **When the practice management or imaging system goes down, who do your front desk staff call, and how fast does someone respond?**
   Downtime at the front desk is felt in canceled patients the same day, so response time is where practices notice a weak provider.

3. **How many locations do you run, and does each one have the same network and security setup?**
   Multi-location groups often grew one office at a time, and the differences between sites are the scope for a standardization project.

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.

- [ ] **Hemlock Semiconductor Polysilicon Manufacturing Expansion**

  Construction starting 2026, production expected 2028. The project is expected to bring more than 1,000 construction jobs, with heavy process mechanical, electrical and fire protection scopes through 2028, plus site paving at an operating industrial campus.

- [ ] **MyMichigan Health CMU Medical Education Building**

  Broke ground September 2026, construction complete summer 2028. Groundbreaking this fall means site work and structure in 2026 and 2027, then mechanical, electrical, flooring and painting ahead of fall 2028 classes, with more Medical Diamond buildings planned nearby.

- [ ] **Saginaw Control & Engineering Expansion**

  Announced April 2026. A 230,000 sq ft plant brings a large roof, industrial electrical service, sprinklers and paved truck and parking areas, plus equipment installs at the company's existing sites.

- [ ] **Saginaw Fairgrounds Community Park**

  Under construction, gatehouse restoration in 2027. Current work is paving, concrete curbing, site lighting and extensive tree and shrub planting, and the city will need grounds maintenance once the park opens, with the gatehouse restoration following in 2027.

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

  69% of the 81 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: retail stores**

  QCEW counted 1 more retail stores in Saginaw than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Covenant HealthCare Orthopedics Facility**

  Groundbreaking set for April 2026, opening planned summer 2027. Structure and envelope run through 2026, then medical HVAC, imaging-suite electrical and clinical flooring in 2027 ahead of the summer opening, followed by a recurring medical janitorial contract for an outpatient building with walk-in urgent care.

- [ ] **SVSU University Village Housing Addition**

  Broke ground July 2025, completion scheduled August 2026. A new residence building finishing for the fall 2026 term means roofing, HVAC, flooring and painting closeout, then recurring turnover cleaning and repainting between academic years.

- [ ] **New sites: restaurants**

  QCEW counted 5 more restaurants in Saginaw 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

- [ ] Map the Saginaw accounts your crews can reach in a day.
- [ ] 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 Covenant HealthCare and Saginaw Valley State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Michigan 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: hemlock Semiconductor Polysilicon Manufacturing 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 Saginaw 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, Saginaw, MI.
- 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 Saginaw-Midland-Bay City 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: Saginaw, Michigan street at night, by Tim Bish 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 Saginaw

Territory
Check whether your trade is open in Saginaw

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Grand Rapids

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