Market report · San Diego-Chula Vista-Carlsbad, CA

The State of Outbound Sales in San Diego, 2026

How outbound selling looks across the San Diego-Chula Vista-Carlsbad, 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.

7,444

business sites with 20+ people across the categories trades sell to, #17 of our 100 metros

155

buyer sites per commercial roofing contractor, #3 of 89 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 San Diego

1

Biggest buyer pool

Restaurants: 2,573 sites

with 20 or more people, the largest buyer category in San Diego-Chula Vista, ahead of retail stores (1,621).

2

Where the metro leans

Apartment and residential property managers: 1.63x 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 Roofing: #3 of 89 markets

155 buyer sites with 20+ people for each of 31 local commercial roofing contractors. The most crowded is commercial cleaning & janitorial, #52 of 100.

4

Biggest reason to call

Rady Children's Hospital ICU Pavilion, $1.4B

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

01

Chapter 01 The market

Who buys in San Diego-Chula Vista

7,444 business sites in San Diego-Chula Vista have 20 or more people on site in the categories commercial trades sell to. That ranks #17 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 San Diego-Chula Vista, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**2,573**	7,761	0.94x	+250
Retail stores	**1,621**	9,207	0.72x	-8
Medical, dental and outpatient offices	**787**	8,760	1.07x	+423
Manufacturing plants	**701**	2,929	0.79x	+21
Wholesale distributors	**500**	4,148	0.59x	+46
Grocery stores	**385**	1,517	0.84x	+6
Senior living and nursing	**256**	875	0.89x	+28
Hotels	**237**	531	0.73x	+1
Churches and religious organizations	**150**	1,069	1.01x	+1
Private K-12 schools	**142**	209	0.69x	-7

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.

San Diego-Chula Vista leans toward apartment and residential property managers (1.63x). 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 hospitals (0.27x) and hosting and data processing companies (0.39x). 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 (+423), restaurants (+250) and apartment and residential property managers (+132). New sites have no incumbent vendor yet.

The metro

San Diego-Chula Vista-Carlsbad, CA: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in San Diego

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 San Diego figure is ranked against the other markets we track.

How San Diego 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 Roofing MOST ROOM	**#3 of 89**	155	31	+3
Fire Protection	**#6 of 96**	73	75	-2
Paving & Asphalt	**#7 of 94**	69	70	+6
Commercial Painting & Coatings	**#8 of 86**	96	51	+2
Commercial Electrical	**#16 of 100**	13	261	+2
Commercial Landscaping	**#16 of 100**	5.1	991	+23
Commercial Flooring	**#11 of 68**	97	34	0
Commercial HVAC & Mechanical	**#19 of 100**	13	199	+6
Managed Service Providers	**#39 of 100**	3.2	1,318	+71
Commercial Construction	**#51 of 100**	4.7	512	+14
Commercial Cleaning & Janitorial	**#52 of 100**	3.7	781	+37

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 roofing (#3), fire protection (#6) and paving & asphalt (#7) rank best in San Diego. 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, #52 of 100: 3.7 buyer sites for each of 781 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Fire protection (-2) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+71) and commercial cleaning & janitorial (+37) added them.

Open programs

Our availability workbook does not cover San Diego yet. We take one client per trade per territory, so ask before you plan around it.

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

5 named, sourced projects and 6 anchor owners in San Diego-Chula Vista. 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 · $1.4B

Rady Children's Hospital ICU Pavilion

Under construction

A seven-story intensive care and emergency services pavilion at Rady Children's Hospital-San Diego, at Frost Street and Children's Way in Kearny Mesa.

> Construction is anticipated to finish in December 2027 with occupancy by April 2028, so the 2027 window is heavy on mechanical, electrical, fire protection and interior finish work, followed by service contracts for a 24/7 critical care building.

HVAC · electrical · fire protection · flooring · cleaning

California Health Facilities Financing Authority, 2026-01-29

02 · 466,000 sq ft

Novartis Biomedical Research Center

Under construction

A research and drug discovery center for Novartis on Campus Point Drive in University City, San Diego, expected to house about 1,000 employees.

> Lab buildings carry dense HVAC, exhaust and electrical loads, so mechanical and electrical scopes run through the build ahead of a 2029 opening, with lab-grade cleaning and grounds contracts after occupancy.

HVAC · electrical · fire protection · cleaning

Novartis press release (BioSpace), 2026-02-06

03 · 1.8M sq ft

Otay Business Park

Phase I completed 2026

A nine-building industrial and logistics campus on 119 acres in Otay Mesa near the planned Otay East U.S./Mexico Port of Entry; Phase I delivered four buildings totaling 612,240 square feet.

> Phase I tenants now need roofing, paving, landscaping and cleaning service contracts, and Phase II brings another round of shell construction, roofing and site paving as the port of entry opens in late 2027.

roofing · paving · landscaping · cleaning · electrical

REBusinessOnline, 2026-08-25

04 · $250 million

Tower 180 Hyatt Place and Hyatt House conversion

Construction slated to begin early 2026

Conversion of the 25-story Tower 180 office building at 180 Broadway in downtown San Diego into a 560-room dual-branded Hyatt Place and Hyatt House hotel.

> Office-to-hotel conversions replace most interior systems, so HVAC, electrical, fire protection, flooring and painting crews carry the bulk of the work ahead of completion expected around 2028.

HVAC · electrical · fire protection · flooring · painting

Times of San Diego, 2025-06-03

05

San Diego Community College District Measure HH projects

Construction starting 2026

More than a dozen bond-funded projects starting in 2026 across the district, including a Miramar College aviation training center, a 797-bed student housing building at City College and a new Mesa College aquatics center.

> A multi-campus public program spreads work across many separate bid packages, which favors mechanical, electrical, roofing and finish contractors who can work occupied campuses on a schedule.

construction · HVAC · electrical · roofing · painting

San Diego Community College District, 2026-08-05

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 San Diego-Chula Vista. One relationship with a facilities team here can cover many buildings.

Health system · San Diego, San Diego County

Sharp HealthCare

Sharp says it runs five acute-care hospitals and five specialty hospitals in San Diego, with approximately 2,700 affiliated physicians and 22,000 employees.

> Hospital campuses from Chula Vista to Kearny Mesa plus clinics and medical office buildings need ongoing HVAC, life-safety, cleaning and flooring work.

HVAC · cleaning · fire protection · flooring · electrical

Sharp HealthCare

Campus · La Jolla, San Diego County

UC San Diego

The UCSD Guardian reported in January 2026 that UC San Diego enrollment hit a record 45,087 matriculated students in fall 2025.

> The La Jolla campus, its health system buildings and research labs carry heavy mechanical, electrical, custodial and landscaping workloads.

HVAC · electrical · cleaning · landscaping · fire protection

The UCSD Guardian

Airport · San Diego, San Diego County

San Diego International Airport (SAN)

The airport says SAN served 25.32 million passengers in 2025, surpassing its previous record of 25.24 million set in 2024.

> Terminals, parking plazas and airside buildings run by the San Diego County Regional Airport Authority need constant cleaning, HVAC service, electrical work and pavement upkeep.

cleaning · HVAC · electrical · paving

Public owner · San Diego, San Diego County

Naval Base San Diego

Wikipedia, citing the Navy, says the base has 13 piers on 1,600 acres of land and an on-base population of over 24,000 military personnel and over 10,000 civilians.

> Piers, warehouses, shops, barracks and offices on a federal installation carry large electrical, mechanical, roofing and coatings scopes procured through federal contracting.

San Diego International Airport

electrical HVAC roofing painting construction

Wikipedia

Logistics hub · San Diego and National City, San Diego County

Port of San Diego marine terminals

The Port of San Diego says its Tenth Avenue Marine Terminal is a 96-acre complex with four working berths and its National City Marine Terminal covers 135 acres with on-dock rail.

> Breakbulk, refrigerated and dry bulk terminals with warehouses and cold storage need roofing, refrigeration, electrical and yard paving work.

roofing HVAC electrical paving

Port of San Diego

Major employer · San Diego, San Diego County

Qualcomm

The San Diego Union-Tribune describes Qualcomm as San Diego's largest public company, with employees at 11 San Diego facilities including its headquarters (April 2026).

> Headquarters, R&D and lab buildings across Sorrento Valley and nearby campuses carry steady electrical, mechanical, cleaning and landscaping needs.

electrical HVAC cleaning landscaping

The San Diego Union-Tribune

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, San Diego-Chula Vista

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		11
Commercial HVAC & Mechanical		10
Commercial Cleaning & Janitorial		7
Fire Protection		5
Commercial Roofing		4

TRADE	PROJECTS AND OWNERS	
Paving & Asphalt		3
Commercial Painting & Coatings		3
Commercial Landscaping		3
Commercial Flooring		3
Commercial Construction		2

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

04

Chapter 04 The calendar

The San Diego selling calendar

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

San Diego 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	17	0	0	0	0	0	2	6	7	0	0	1
Cooling degree days average month	5	4	11	25	80	188	350	381	263	93	13	0
Heating degree days average month	387	336	291	198	99	19	0	0	4	63	222	401
Average high (°F) average month	65	65	68	72	77	85	91	92	88	80	71	64

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 2 hail reports of 1 inch or larger and 31 damaging wind reports across the metro's counties from 2015 to 2024: #90 of 100 markets for hail and #83 for wind. January, August and September carried 91% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,412 cooling degree days a year (#38 of 97 markets) and 2,018 heating degree days (#79 of 97). Cooling load peaks in July, August and September; 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.

Every month averages a high of 60°F or more, so exterior painting, paving and landscaping work is not squeezed into a short season here. The calendar that matters is each property's contract and budget date.

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 San Diego, 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 San Diego program

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

7,465
Commercial Roofing

7,465
Commercial Construction

2,873
Commercial HVAC & Mechanical

2,190
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 San Diego

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

The salary is the smallest part of the decision. About 11,730 people hold the role in the San Diego-Chula Vista-Carlsbad, 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 San Diego 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 7,444 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category San Diego over-indexes on**
  apartment and residential property managers (1.63x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Sharp HealthCare, UC San Diego, San Diego International Airport (SAN) and Naval Base San Diego.
- [ ] **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 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: 2,573 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: 787 sites here

From our paving talk track. Patient safety and accessibility. Many practices lease, so the landlord or property manager is often the buyer.

1. **Does the practice lease the building, and if so, who manages the lot?**
   Many practices lease, so this tells you whether the landlord or property manager is the real buyer.
2. **Have patients mentioned trip hazards, potholes or trouble with accessible parking?**
   Patient safety concerns and accessibility issues drive action quickly at medical offices.

Retail stores: 1,621 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. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.

3. **Are your accessible spaces, ramps and curb cuts in good condition and up to current requirements?**
   Accessibility updates are a common, well-defined scope for paving and concrete work.

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.

- [ ] **Rady Children's Hospital ICU Pavilion**
  Under construction. Construction is anticipated to finish in December 2027 with occupancy by April 2028, so the 2027 window is heavy on mechanical, electrical, fire protection and interior finish work, followed by service contracts for a 24/7 critical care building.

- [ ] **Novartis Biomedical Research Center**
  Under construction. Lab buildings carry dense HVAC, exhaust and electrical loads, so mechanical and electrical scopes run through the build ahead of a 2029 opening, with lab-grade cleaning and grounds contracts after occupancy.

- [ ] **Otay Business Park**
  Phase I completed 2026. Phase I tenants now need roofing, paving, landscaping and cleaning service contracts, and Phase II brings another round of shell construction, roofing and site paving as the port of entry opens in late 2027.

- [ ] **Tower 180 Hyatt Place and Hyatt House conversion**
  Construction slated to begin early 2026. Office-to-hotel conversions replace most interior systems, so HVAC, electrical, fire protection, flooring and painting crews carry the bulk of the work ahead of completion expected around 2028.

- [ ] **San Diego Community College District Measure HH projects**

  Construction starting 2026. A multi-campus public program spreads work across many separate bid packages, which favors mechanical, electrical, roofing and finish contractors who can work occupied campuses on a schedule.

- [ ] **Cooling season: July, August and September**

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

- [ ] **New sites: restaurants**

  QCEW counted 250 more restaurants in San Diego-Chula Vista than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  91% of the 33 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 423 more medical, dental and outpatient offices in San Diego-Chula Vista 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 San Diego 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 Sharp HealthCare and UC San Diego 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: rady Children's Hospital ICU Pavilion.
- [ ] 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 San Diego 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, San Diego-Chula Vista-Carlsbad, 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 San Diego-Carlsbad 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: San Diego skyline across the bay at dusk, by Justin Wolff 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 San Diego

Territory
Check whether your trade is open in San Diego

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Riverside

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