

Market report · Santa Rosa-Petaluma, CA

The State of Outbound Sales in Santa Rosa, 2026

How outbound selling looks across the Santa Rosa-Petaluma, 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.

1,151
business sites with 20+ people across the categories trades sell to, #93 of our 100 metros

6.3
buyer sites per managed service provider, #10 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 Santa Rosa

1

Biggest buyer pool

Restaurants: 313 sites

with 20 or more people, the largest buyer category in Santa Rosa-Petaluma, ahead of retail stores (251).

2

Where the metro leans

Manufacturing plants: 1.38x 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

Managed Service Providers: #10 of 100 markets

6.3 buyer sites with 20+ people for each of 112 local managed service providers. The most crowded is commercial landscaping, #93 of 100.

4

Biggest reason to call

Santa Rosa City Hall Relocation to 520 Third Street, Approximately $17-20 million

Approved August 2026, renovation to follow. One of 4 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

Contents

01 THE MARKET
Who buys in Santa Rosa-Petaluma

02 THE COMPETITION
Which trades have the most room in Santa Rosa

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

04 THE CALENDAR
The Santa Rosa selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

06 BUILD OR BUY
What an in-house SDR costs in Santa Rosa

Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

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 Santa Rosa-Petaluma

1,151 business sites in Santa Rosa-Petaluma have 20 or more people on site in the categories commercial trades sell to. That ranks #93 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 Santa Rosa-Petaluma, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**313**	1,204	0.88x	+30
Retail stores	**251**	1,643	0.80x	+22
Manufacturing plants	**204**	892	1.38x	+9
Medical, dental and outpatient offices	**99**	1,052	0.74x	+92
Wholesale distributors	**97**	560	0.48x	0
Grocery stores	**79**	327	1.12x	-1
Senior living and nursing	**61**	215	1.12x	+5
Hotels	**33**	99	1.04x	0
Bank and credit union offices	**24**	234	0.58x	+5
Auto dealerships	**23**	44	0.51x	+4

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.

Santa Rosa-Petaluma leans toward manufacturing plants (1.38x). 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 (0.48x) and auto dealerships (0.51x). 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 (+92), restaurants (+30) and retail stores (+22). New sites have no incumbent vendor yet.

The metro

Santa Rosa-Petaluma, CA: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Santa Rosa

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 Santa Rosa figure is ranked against the other markets we track.

How Santa Rosa 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	**#10 of 100**	6.3	112	+6
Fire Protection	**#18 of 96**	63	13	0
Commercial Electrical	**#26 of 100**	12	51	-1
Commercial Construction	**#30 of 100**	5.8	80	+1
Commercial Cleaning & Janitorial	**#36 of 100**	4.2	126	+7
Paving & Asphalt	**#36 of 94**	44	15	-1
Commercial HVAC & Mechanical	**#45 of 100**	10	45	-1
Commercial Painting & Coatings	**#43 of 86**	68	12	0
Commercial Landscaping	**#93 of 100**	2.1	335	+11

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 (#10), fire protection (#18) and commercial electrical (#26) rank best in Santa Rosa. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #93 of 100: 2.1 buyer sites for each of 335 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial electrical (-1) and paving & asphalt (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+11) and commercial cleaning & janitorial (+7) added them.

Not ranked here: commercial flooring (3 contractors) and commercial roofing (4 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 Santa Rosa 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

4 named, sourced projects and 6 anchor owners in Santa Rosa-Petaluma. 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 · Approximately $17-20 million

Santa Rosa City Hall Relocation to 520 Third Street

Approved August 2026, renovation to follow

Santa Rosa is exchanging its 61-year-old City Hall campus for the building at 520 Third Street downtown and renovating it to consolidate city departments into one civic center.

> Converting an existing building for all city departments means tenant improvement work: HVAC and electrical upgrades, flooring, painting and interior buildout, while the city leases back the old complex during construction.

construction · HVAC · electrical · flooring · painting

City of Santa Rosa, 2026-08-18

02 · $5.1 million

Charles M. Schulz-Sonoma County Airport Improvements

Approved September 2026

Sonoma County supervisors approved design of a replacement aircraft rescue and firefighting facility, terminal apron reconstruction engineering, a terminal area study and pavement preservation on Apron E and the runway at the airport north of Santa Rosa.

> Pavement preservation is a near-term paving contract, and the design work sets up later construction of a new rescue and firefighting building and apron rebuild under the airport's 15-year modernization program.

paving · construction · electrical

The Press Democrat, 2026-09-15

03 · $16.4 million

Sutter Health cardiology center, 18 E Fulton Road

Under construction; finish scheduled December 2026

Sutter Health is renovating a gutted 13,318-square-foot former dialysis building at 18 E Fulton Road, north of Santa Rosa near its hospital, into a cardiology center with 20 exam rooms, a cardiac CT scanner, four echocardiogram rooms and two stress treadmill rooms.

> Medical imaging rooms need dedicated HVAC and electrical work, then flooring and paint before a December opening, and Sutter has a separate $10 million orthopedics project at 34 Mark West Springs Road.

HVAC · electrical · flooring · painting · cleaning

The Press Democrat, 2026-03-11

04 · nearly $70 million

Petaluma Public Safety Facility

Use permits and architectural review approved October 2025

A 44,000-square-foot, two-story police headquarters, emergency command center and fire station on 3.7 acres at the Petaluma Fairgrounds, 866 East Washington St., with $54 million of the cost for construction.

> A tilt-up concrete emergency services building needs backup power, mechanical systems, sprinklers and roofing, and the approved design adds trees and landscaping around the site.

electrical · HVAC · fire protection · roofing · landscaping

The Press Democrat, 2025-11-19

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 Santa Rosa-Petaluma. One relationship with a facilities team here can cover many buildings.

Health system · Santa Rosa, Sonoma County

Providence Santa Rosa Memorial Hospital

Providence says it established Santa Rosa Memorial Hospital in 1950 and has since

Campus · Santa Rosa, Sonoma County

Santa Rosa Junior College

SRJC lists a Santa Rosa campus, a Petaluma campus, SRJC Roseland, a Public Safety

expanded it into a local, not-for-profit network of hospitals and healthcare services.

> A hospital campus with buildings spanning several decades, plus network clinics, needs HVAC, roofing, fire protection and daily cleaning.

HVAC · roofing · fire protection · cleaning

Providence

Training Center in Windsor and Shone Farm, and says its history spans more than 100 years.

> Classroom buildings, a training center and a working farm spread across the county need grounds care, HVAC, roofing and cleaning.

landscaping · HVAC · roofing · cleaning

Santa Rosa Junior College

Campus · Rohnert Park, Sonoma County

Sonoma State University

Wikipedia, citing Sonoma State's enrollment data, lists 5,000 students in fall 2025 on a 269-acre campus that includes the Green Music Center.

> A campus with academic buildings, residence halls and a concert hall needs grounds, HVAC, painting and cleaning work.

landscaping · HVAC · painting · cleaning

Wikipedia

Major employer · Santa Rosa, Sonoma County

Keysight Technologies headquarters

Wikipedia, citing the company's SEC filings, says Keysight is headquartered in Santa Rosa and lists 16,800 employees company-wide in 2025.

> A corporate headquarters campus needs HVAC, electrical, janitorial and grounds service.

HVAC · electrical · cleaning · landscaping

Wikipedia

Industrial park · Santa Rosa, Sonoma County

Sonoma County Airport business area

The Press Democrat reported in March 2026 that the County of Sonoma bought two former Medtronic flex office buildings totaling 126,585 square feet on Brickway Blvd. near the airport, dropping the area's office vacancy to 8% from 11.8%.

> Flex office, light industrial and warehouse buildings along Aviation, Brickway and Regional Parkway share roofing, paving, HVAC and tenant-improvement needs.

roofing · paving · HVAC · construction

Airport · Santa Rosa, Sonoma County

Charles M. Schulz-Sonoma County Airport (STS)

The airport's passenger data shows 780,637 passengers in 2025, up from 641,178 in 2023.

> The terminal, parking and airfield pavement need cleaning, HVAC and paving work.

cleaning · HVAC · paving · electrical

The Press Democrat	Charles M. Schulz-Sonoma County Airport

Anchor facts checked 2026-10; each source is linked on its card.

Which trades the work touches

Projects and anchor owners in this report that buy each trade, Santa Rosa-Petaluma

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		9
Commercial Electrical		6
Commercial Cleaning & Janitorial		6
Commercial Landscaping		4
Commercial Roofing		4
Commercial Construction		3
Paving & Asphalt		3
Commercial Painting & Coatings		3
Fire Protection		2
Commercial Flooring		2

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

04

Chapter 04 The calendar

The Santa Rosa selling calendar

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

Santa Rosa 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	0	0	0	1	0	0	0	0
Cooling degree days average month	0	0	1	2	11	41	75	83	68	16	0	0
Heating degree days average month	515	418	404	320	202	80	23	17	42	140	358	528
Average high (°F) average month	57	59	62	65	71	77	80	81	80	74	63	57

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 0 hail reports of 1 inch or larger and 1 damaging wind reports across the metro's counties from 2015 to 2024: #99 of 100 markets for hail and #96 for wind. August carried 100% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 296 cooling degree days a year (#93 of 97 markets) and 3,045 heating degree days (#66 of 97). Cooling load peaks in 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 Santa Rosa, 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 Santa Rosa program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Santa Rosa-San Rafael-Napa-Lakeport territory.

2,570 Commercial Roofing	**2,570** Commercial Construction
799 Commercial HVAC & Mechanical	**646** 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 Santa Rosa

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

The salary is the smallest part of the decision. About 1,330 people hold the role in the Santa Rosa-Petaluma, 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 Santa Rosa 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 1,151 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Santa Rosa over-indexes on**
  manufacturing plants (1.38x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Providence Santa Rosa Memorial Hospital, Santa Rosa Junior College, Sonoma State University and Keysight Technologies headquarters.
- [ ] **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: 313 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: 251 sites here

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

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

Manufacturing plants: 204 sites here

From our MSP talk track. Downtime that stops shipments. Ask what happens to production and shipping if the server or network is down for a day.

1. **If the server or network went down for a day, what would happen to production and shipping?**
   Downtime that stops shipments puts a dollar figure on IT in the owner's own words, which justifies backup and recovery work.

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. **Do you supply parts or services to the Department of Defense or its prime contractors?**
   Defense contracts that involve controlled information now carry CMMC requirements, so a supplier needs a certification level to win and keep that work, which is a scoped, deadline-driven project.

3. **Which ERP do you run, and is an upgrade or replacement coming?**
   ERP projects touch servers, networks and security, and the provider who supports the migration usually stays.

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.

- [ ] **Santa Rosa City Hall Relocation to 520 Third Street**

  Approved August 2026, renovation to follow. Converting an existing building for all city departments means tenant improvement work: HVAC and electrical upgrades, flooring, painting and interior buildout, while the city leases back the old complex during construction.

- [ ] **Charles M. Schulz-Sonoma County Airport Improvements**

  Approved September 2026. Pavement preservation is a near-term paving contract, and the design work sets up later construction of a new rescue and firefighting building and apron rebuild under the airport's 15-year modernization program.

- [ ] **Sutter Health cardiology center, 18 E Fulton Road**

  Under construction; finish scheduled December 2026. Medical imaging rooms need dedicated HVAC and electrical work, then flooring and paint before a December opening, and Sutter has a separate $10 million orthopedics project at 34 Mark West Springs Road.

- [ ] **Petaluma Public Safety Facility**

  Use permits and architectural review approved October 2025. A tilt-up concrete emergency services building needs backup power, mechanical systems, sprinklers and roofing, and the approved design adds trees and landscaping around the site.

- [ ] **Storm season: August**

  100% of the 1 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: restaurants**

  QCEW counted 30 more restaurants in Santa Rosa-Petaluma than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: medical, dental and outpatient offices**

  QCEW counted 92 more medical, dental and outpatient offices in Santa Rosa-Petaluma than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 7 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 Santa Rosa accounts your crews can reach in a day.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Providence Santa Rosa Memorial Hospital and Santa Rosa Junior College 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: santa Rosa City Hall Relocation to 520 Third Street.
- [ ] 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 Santa Rosa 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, Santa Rosa-Petaluma, 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 Santa Rosa-San Rafael-Napa-Lakeport 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 Santa Rosa, California, by Sarah Stierch on Wikimedia Commons, CC0.
- 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 Santa Rosa

Territory
Check whether your trade is open in Santa Rosa

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in San Francisco

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