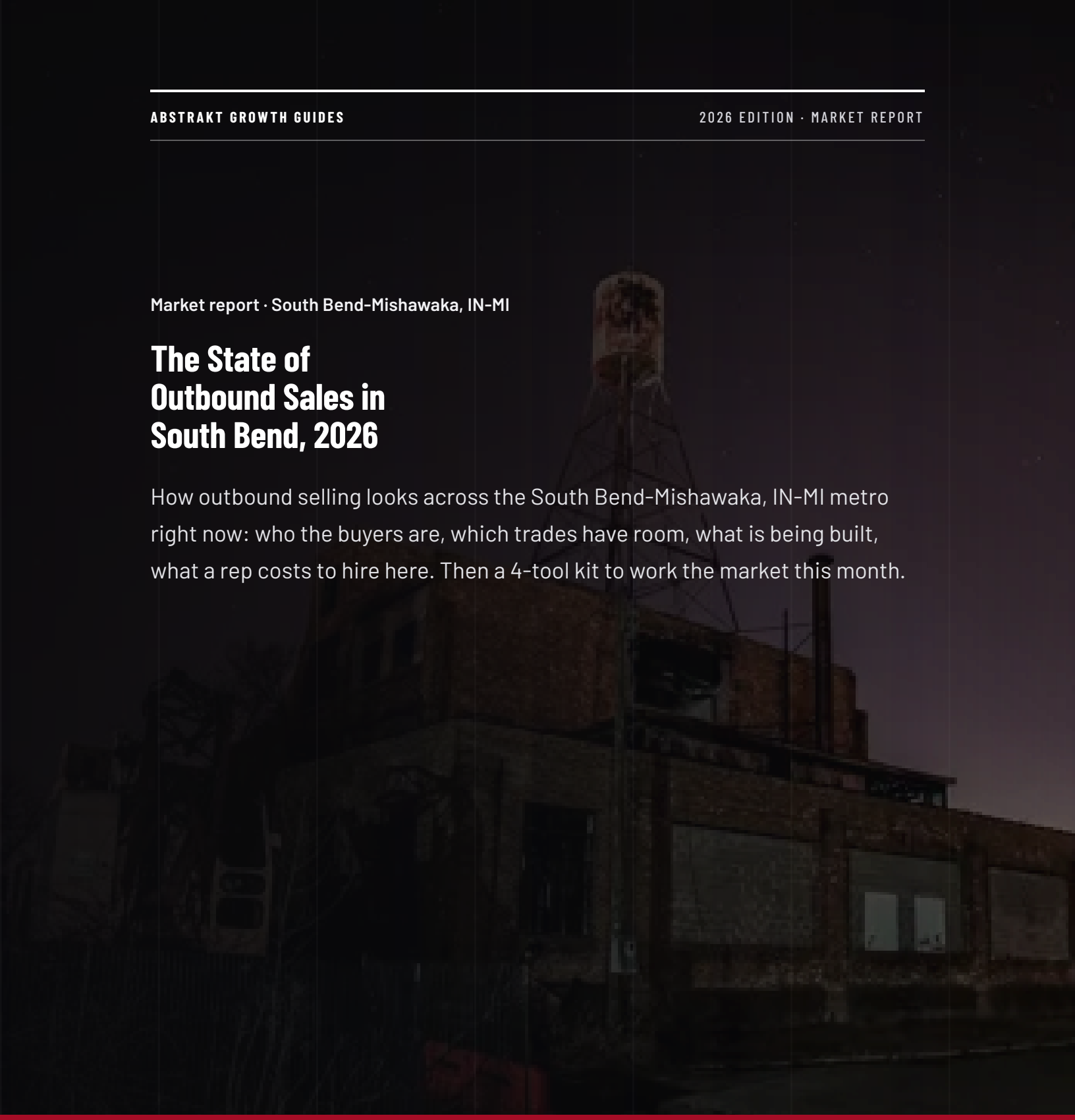


Market report · South Bend-Mishawaka, IN-MI

The State of Outbound Sales in South Bend, 2026

How outbound selling looks across the South Bend-Mishawaka, IN-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.

848

business sites with 20+ people across the categories trades sell to, #97 of our 100 metros

9.7

buyer sites per commercial general contractor, #2 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 South Bend

1

Biggest buyer pool

Restaurants: 218 sites

with 20 or more people, the largest buyer category in South Bend-Mishawaka, ahead of retail stores (170).

2

Where the metro leans

Manufacturing plants: 1.70x the U.S. mix

Also over-represented: auto dealerships (1.61x) and golf courses and country clubs (1.57x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Construction: #2 of 100 markets

9.7 buyer sites with 20+ people for each of 30 local commercial general contractors. The most crowded is commercial landscaping, #71 of 100.

4

Biggest reason to call

AWS New Carlisle Data Center Campus, $11 billion original commitment

Operating since June 2025, construction ongoing. 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

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01 THE MARKET
Who buys in South Bend-Mishawaka

02 THE COMPETITION
Which trades have the most room in South Bend

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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 South Bend-Mishawaka

848 business sites in South Bend-Mishawaka have 20 or more people on site in the categories commercial trades sell to. That ranks #97 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 South Bend-Mishawaka, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**218**	627	1.37x	+10
Retail stores	**170**	988	1.42x	-4
Manufacturing plants	**168**	382	1.70x	-4
Medical, dental and outpatient offices	**98**	497	1.08x	+26
Wholesale distributors	**75**	373	1.30x	-9
Senior living and nursing	**36**	118	1.19x	+2
Grocery stores	**30**	135	1.07x	+1
Trucking companies	**29**	128	1.22x	+3
Hotels	**19**	58	1.48x	+4
Churches and religious organizations	**16**	219	0.66x	+1

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.

South Bend-Mishawaka leans toward manufacturing plants (1.70x), auto dealerships (1.61x) and golf courses and country clubs (1.57x). 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.

Growing fastest over the past year, by establishment count: medical, dental and outpatient offices (+26), restaurants (+10) and apartment and residential property managers (+6). New sites have no incumbent vendor yet.

The metro

South Bend-Mishawaka, IN-MI: 2 counties in this report's counts.

St. Joseph County holds 93% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, South Bend-Mishawaka

COUNTY	SITES WITH 20+	SHARE OF METRO
St. Joseph County START HERE	**785**	93%
Cass County, Michigan	**52**	6%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 11 of the metro's 848 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in South Bend

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 South Bend figure is ranked against the other markets we track.

How South Bend 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 Construction MOST ROOM	**#2 of 100**	9.7	30	+1
Commercial Cleaning & Janitorial	**#10 of 100**	5.8	62	-3
Managed Service Providers	**#12 of 100**	5.4	90	+4
Commercial HVAC & Mechanical	**#30 of 100**	11	31	+1
Commercial Electrical	**#32 of 100**	12	34	+3
Fire Protection	**#38 of 96**	46	11	+1
Commercial Landscaping	**#71 of 100**	3.2	131	+2

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 construction (#2), commercial cleaning & janitorial (#10) and managed service providers (#12) rank best in South Bend. 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, #71 of 100: 3.2 buyer sites for each of 131 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial cleaning & janitorial (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+4) and commercial electrical (+3) added them.

Not ranked here: commercial flooring (4 contractors), commercial painting & coatings (4 contractors), commercial roofing (7 contractors) and paving & asphalt (5 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 South Bend 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 South Bend-Mishawaka. 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 · $11 billion original commitment

AWS New Carlisle Data Center Campus

Operating since June 2025, construction ongoing

A 30-building Amazon Web Services data center campus with about 2.2 gigawatts of power in New Carlisle, western St. Joseph County.

> With roughly 4,000 construction workers on a campus still being built out, electrical, mechanical cooling and fire protection crews have ongoing work, and finished buildings add long-term maintenance, cleaning and site service needs.

electrical · HVAC · fire protection · cleaning · paving

Inside Indiana Business, 2026-07-29

02 · $130 million

Colfax Corner

Broke ground August 2026, completion expected 2028

A roughly 204,000 sq ft Notre Dame-led redevelopment of the historic South Bend Tribune building plus a new five-story building for workforce, office, dining and retail uses in downtown South Bend.

> Selective demolition is done and underground infrastructure is underway, so structure, mechanical, electrical and sprinkler work follow, with historic renovation driving painting and finish scopes before 2028 move-ins.

construction · HVAC · electrical · fire protection · painting

Inside Indiana Business, 2026-08-14

03 · $40 million

LaSalle Park Homes Renovation

Broke ground July 2026, completion by October 2027

A full renovation of a 150-unit, late-1960s affordable housing community on South Bend's west side.

> The scope lists new roofs, siding, windows, flooring, finishes and new electrical, plumbing and HVAC systems in every unit, a clear 15-month opportunity for roofing, flooring, painting and mechanical trades.

roofing · flooring · painting · HVAC · electrical

Inside Indiana Business, 2026-07-09

04 · $230 million

Verbio South Bend Expansion

Under construction since May 2024, timeline tied to market and regulatory conditions

Expansion of the former South Bend Ethanol plant into an integrated renewable natural gas and ethanol production site in South Bend.

> Industrial process expansions bring electrical, mechanical piping and fire protection work, though the company says timing depends on market conditions and pending federal approvals.

electrical · HVAC · fire protection · construction

Inside Indiana Business, 2026-07-09

05 · $3.5 billion

Samsung SDI New Carlisle Battery Plant

Construction paused May 2026; Samsung SDI took full ownership August 2026, new timeline not announced

A 2.5 million sq ft battery plant on a 656-acre site at the Indiana Enterprise Center in New Carlisle, now set to produce batteries for energy storage systems first.

> A project to watch rather than bid today: if Samsung SDI restarts, the remaining work on a 2.5 million sq ft plant is large electrical, mechanical, fire protection and roofing scope.

electrical · HVAC · fire protection · roofing

Inside Indiana Business, 2026-08-11

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 South Bend-Mishawaka. One relationship with a facilities team here can cover many buildings.

Health system · South Bend, St. Joseph County

Beacon Health System, Memorial Hospital of South Bend

WVPE reported in April 2022 that Beacon's $232 million, 10-story patient tower would bring Memorial Hospital to 302 beds and replace patient beds in buildings from 1958 and 1973.

> A downtown hospital campus mixing a new tower with older buildings carries ongoing mechanical, electrical, life-safety and interior finish work.

HVAC · electrical · fire protection · flooring · cleaning

WVPE

Campus · Notre Dame, St. Joseph County

University of Notre Dame

Notre Dame lists 8,923 undergraduate students and 4,206 graduate and professional students.

> A residential campus with academic buildings, residence halls, a stadium and arenas runs large HVAC, roofing, custodial and grounds operations.

HVAC · roofing · cleaning · landscaping · painting

University of Notre Dame

Airport · South Bend, St. Joseph County

South Bend International Airport (SBN)

The airport set an all-time annual record in 2025 with 1,111,002 ticketed airline passengers, beating the 1997 record of 991,457.

> The terminal, parking lots and airside buildings need cleaning, HVAC service, electrical work and snow-season pavement repair.

cleaning · HVAC · paving · electrical

Major employer · Mishawaka, St. Joseph County

AM General

WNDU reported in February 2023 that AM General already employed 500 workers in St. Joseph County and planned to hire hundreds more and expand plant space on its Mishawaka campus for a military vehicle contract.

> A vehicle assembly campus with large production buildings carries heavy electrical, mechanical, roofing and fire protection needs.

electrical · HVAC · roofing · fire protection · construction

InkFreeNews (airport news release)

WNDU

Industrial park · South Bend, St. Joseph County

Ignition Park

WFYI reported in 2018 that South Bend's Redevelopment Commission approved $2.7 million to develop a Technology Resource Center at the city's 80-acre Ignition Park.

> A city-owned technology park where new buildings and tenant fit-outs need electrical, mechanical, construction and site work.

electrical · HVAC · construction · paving

WFYI

Public owner · South Bend, St. Joseph County

South Bend Community School Corporation

NCES data for the 2024-2025 school year lists 31 schools and 13,580 students in the district.

> Thirty-plus school buildings with mechanical systems, roofs, gyms and parking lots are maintained by one public owner that bids facility work.

HVAC · roofing · cleaning · paving · flooring

National Center for Education Statistics

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, South Bend-Mishawaka

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		11
Commercial Electrical		9
Fire Protection		6
Commercial Cleaning & Janitorial		5
Commercial Roofing		5
Commercial Construction		4
Paving & Asphalt		4

TRADE	PROJECTS AND OWNERS	
Commercial Flooring		3
Commercial Painting & Coatings		3
Commercial Landscaping		1

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

04

Chapter 04 The calendar

The South Bend selling calendar

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

South Bend 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	4	24	5	27	70	42	36	22	7	0	0
Cooling degree days average month	0	0	1	0	56	152	234	190	59	4	0	0
Heating degree days average month	1,261	1,057	873	505	232	36	9	24	101	409	755	1,094
Average high (°F) average month	32	35	46	59	71	80	83	81	75	62	48	37

Sources: NOAA NCEI Storm Events Database, 2015 to 2024: reports of hail 1 inch or larger and thunderstorm wind of 58 mph or more, by month, across the market counties. NOAA NCEI nClimDiv county monthly series, 1991-2020 averages. Degree days count how far the daily average sits above (cooling) or below (heating) 65°F, summed over the month.

NOAA logged 35 hail reports of 1 inch or larger and 202 damaging wind reports across the metro's counties from 2015 to 2024: #64 of 100 markets for hail and #64 for wind. June, July and August carried 62% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 696 cooling degree days a year (#65 of 97 markets) and 6,356 heating degree days (#21 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 South Bend, 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 South Bend program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the South Bend-Elkhart-Mishawaka territory.

2,273
Commercial Roofing

2,273
Commercial Construction

1,151
Commercial HVAC & Mechanical

928
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 South Bend

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

The salary is the smallest part of the decision. About 880 people hold the role in the South Bend-Mishawaka, IN-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 South Bend market toolkit

4 working tools built from the chapters above. Tick the boxes as you go (they stay ticked in this browser), copy the scripts into your CRM, or save the whole guide as a PDF and print this part as a worksheet.

01

Account scorecard

Score an account before anyone dials it.

02

Discovery question bank

The questions that qualify a meeting.

03

Trigger watchlist

The changes that make a buyer take the call.

04

30-day action plan

Four weeks of steps you can start Monday.

TOOL 01

Account scorecard

Before an account goes on the call list, check every line that fits. Call the accounts with the most ticks first, and leave the ones with none for later.

- [ ] **It sits in St. Joseph County**
  93% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 848 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category South Bend over-indexes on**
  manufacturing plants (1.70x the U.S. mix), auto dealerships (1.61x the U.S. mix) and golf courses and country clubs (1.57x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Beacon Health System, Memorial Hospital of South Bend, University of Notre Dame, South Bend International Airport (SBN) and AM General.
- [ ] **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 Indiana before you dial.

0 of 6 checked

TOOL 02

Discovery question bank

Ask fewer, better questions. Pick three or four for the call and save the rest for the meeting. Each one comes with the reason it earns its place.

Restaurants: 218 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: 170 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: 168 sites here

From our construction talk track. Building around live operations and hitting a production start date. Ask what growth is planned and where.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.

1. **What growth is planned, such as new lines, added capacity or a new site?**
   Planned growth defines the project and the timeline.
2. **What production start date does the project have to hit?**
   A fixed start date changes how the owner weighs schedule against price.
3. **How will construction work around live operations?**
   Your answer to this is often the deciding factor for plant managers.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.
3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.
4. **When does the current contract or budget come up for review?**
   Gives you the date to plan around, even when the answer today is no.
5. **What would make a first meeting worth your time?**
   Lets the buyer set the agenda, which is the agenda they will show up for.

TOOL 03

Trigger watchlist

Each of these changes gives a buyer a reason to take the call this month instead of next year. Tick the ones you will track, and set a news alert or CRM field for each so you hear about it first.

- [ ] **AWS New Carlisle Data Center Campus**
  Operating since June 2025, construction ongoing. With roughly 4,000 construction workers on a campus still being built out, electrical, mechanical cooling and fire protection crews have ongoing work, and finished buildings add long-term maintenance, cleaning and site service needs.
- [ ] **Colfax Corner**
  Broke ground August 2026, completion expected 2028. Selective demolition is done and underground infrastructure is underway, so structure, mechanical, electrical and sprinkler work follow, with historic renovation driving painting and finish scopes before 2028 move-ins.

- [ ] **LaSalle Park Homes Renovation**

  Broke ground July 2026, completion by October 2027. The scope lists new roofs, siding, windows, flooring, finishes and new electrical, plumbing and HVAC systems in every unit, a clear 15-month opportunity for roofing, flooring, painting and mechanical trades.

- [ ] **Verbio South Bend Expansion**

  Under construction since May 2024, timeline tied to market and regulatory conditions. Industrial process expansions bring electrical, mechanical piping and fire protection work, though the company says timing depends on market conditions and pending federal approvals.

- [ ] **Samsung SDI New Carlisle Battery Plant**

  Construction paused May 2026; Samsung SDI took full ownership August 2026, new timeline not announced. A project to watch rather than bid today: if Samsung SDI restarts, the remaining work on a 2.5 million sq ft plant is large electrical, mechanical, fire protection and roofing scope.

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

  62% of the 237 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 26 more medical, dental and outpatient offices in South Bend-Mishawaka than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 10 more restaurants in South Bend-Mishawaka than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 on your watchlist

TOOL 04

30-day action plan

4 weeks, 15 steps, nothing you need to buy. Tick each one off as you finish it; your progress stays in this browser.

Week 1

Draw the territory

- [ ] Start in St. Joseph County, which holds 93% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Beacon Health System, Memorial Hospital of South Bend and University of Notre Dame at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Indiana 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: AWS New Carlisle Data Center Campus.
- [ ] 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 South Bend 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, South Bend-Mishawaka, IN-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 South Bend-Elkhart-Mishawaka 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: Historic building in South Bend, Indiana at night, by Nolan Kent 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 South Bend

Territory
Check whether your trade is open in South Bend

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Chicago

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