Market report · Syracuse, NY

The State of Outbound Sales in Syracuse, 2026

How outbound selling looks across the Syracuse, NY 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.

1,449

business sites with 20+ people across the categories trades sell to, #88 of our 100 metros

5.1

buyer sites per managed service provider, #14 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 Syracuse

1

Biggest buyer pool

Restaurants: 362 sites

with 20 or more people, the largest buyer category in Syracuse, ahead of retail stores (349).

2

Where the metro leans

Churches and religious organizations: 6.32x the U.S. mix

Also over-represented: golf courses and country clubs (2.81x) and auto dealerships (1.80x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Managed Service Providers: #14 of 100 markets

5.1 buyer sites with 20+ people for each of 158 local managed service providers. The most crowded is commercial roofing, #65 of 89.

4

Biggest reason to call

Micron New York megafab, $100 billion

Under construction. One of 10 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

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

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

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

Kit PART TWO: APPLY THIS — The toolkit

Src METHOD — Sources and notes

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 Syracuse

1,449 business sites in Syracuse have 20 or more people on site in the categories commercial trades sell to. That ranks #88 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 Syracuse, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**362**	1,424	1.31x	-13
Retail stores	**349**	2,023	1.29x	-92
Medical, dental and outpatient offices	**180**	1,051	0.93x	-7
Manufacturing plants	**179**	529	1.06x	-17
Wholesale distributors	**137**	700	0.93x	-18
Senior living and nursing	**61**	173	1.37x	-2
Grocery stores	**58**	365	1.61x	-17
Auto dealerships	**51**	107	1.80x	-3
Trucking companies	**46**	206	0.66x	-7
Hotels	**41**	99	1.14x	-5

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.

Syracuse leans toward churches and religious organizations (6.32x), golf courses and country clubs (2.81x) and auto dealerships (1.80x). 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 trucking companies (0.66x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: apartment and residential property managers (+10), hosting and data processing companies (+9) and warehousing and distribution (+3). New sites have no incumbent vendor yet.

The metro

Syracuse, NY: 3 counties in this report's counts.

Onondaga County holds 82% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Syracuse

COUNTY	SITES WITH 20+	SHARE OF METRO
Onondaga County START HERE	**1,188**	82%
Oswego County	**128**	9%
Madison County	**87**	6%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 46 of the metro's 1,449 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Syracuse

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 Syracuse figure is ranked against the other markets we track.

How Syracuse 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	**#14 of 100**	5.1	158	+16
Fire Protection	**#32 of 96**	50	16	-1
Commercial Electrical	**#36 of 100**	12	62	+2
Commercial HVAC & Mechanical	**#36 of 100**	11	50	-3
Paving & Asphalt	**#35 of 94**	47	18	-2
Commercial Construction	**#56 of 100**	4.4	112	-4
Commercial Cleaning & Janitorial	**#65 of 100**	3.4	187	-17
Commercial Landscaping	**#69 of 100**	3.2	268	-16
Commercial Painting & Coatings	**#60 of 86**	56	15	0
Commercial Roofing	**#65 of 89**	54	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 (#14), fire protection (#32) and commercial electrical (#36) rank best in Syracuse. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial roofing is the most crowded trade here, #65 of 89: 54 buyer sites for each of 15 local commercial roofing contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial cleaning & janitorial (-17) and commercial landscaping (-16) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+16) and commercial electrical (+2) added them.

Not ranked here: commercial flooring (6 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 Syracuse 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

10 named, sourced projects and 6 anchor owners in Syracuse. 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 · $100 billion

Micron New York megafab

Under construction

Micron's semiconductor manufacturing complex of up to four fabs at White Pine Commerce Park in the town of Clay, Onondaga County, which broke ground January 16, 2026 and poured first concrete in July 2026.

> Fab 1 is targeted to start production around 2030, so the site needs electrical, mechanical, fire protection and paving crews for years, and the second fab is expected to start in 2028.

electrical · HVAC · fire protection · paving · construction

Micron Technology, 2026-01-16

02 · $2.25 billion

I-81 Viaduct Project Community Grid

Under construction

NYSDOT's replacement of the 1.4-mile I-81 viaduct through downtown Syracuse with a street-level Community Grid, including a $2.1 billion Phase 2 design-build contract awarded to CNY Alliance in July 2026.

> The viaduct closes to through traffic in late 2026 and work runs to about 2029, creating paving, street lighting and signal, and landscaping scopes on the new city streets.

paving · electrical · landscaping

CNY Signal, 2026-08-24

03 · $450 million

Upstate University Hospital annex

Design

A new annex at Upstate University Hospital in Syracuse with an expanded emergency department, burn unit, surgery suite and ICU, now in design with CannonDesign.

> Construction follows design, so this is a pipeline item; a new emergency, surgery and ICU annex carries heavy mechanical, electrical and fire protection scopes plus a new building envelope and roof once it bids.

HVAC · electrical · fire protection · flooring · roofing

Office of the Governor of New York, 2025-12-02

04 · $100 million

Harborview Aquarium

Under construction, opening promised by end of 2026

Onondaga County's aquarium in Syracuse's Inner Harbor, county-owned and managed by the ZoOceanarium Group, built to hold 600,000 gallons of water with half in one large tank.

> With opening targeted for the end of this year, interior finishes are the near-term work, and a county-owned public attraction needs a janitorial contract once visitors arrive.

construction · painting · flooring · cleaning

NewsChannel 9 WSYR, 2026-09-17

05

Baldwinsville Central School District renovations

Under construction, new classrooms open for the 2027-28 school year

Baldwinsville Central School District is rebuilding the pool and gymnasium at Baker High School and expanding classrooms at Durgee Junior High School, after renovating the Durgee cafeteria and gym, to make room for enrollment growth tied to Micron.

> Renovated instructional space, a rebuilt gym and pool, and new classrooms due for fall 2027 mean interior construction, flooring and painting through 2027, with more work likely as the district plans for Micron-driven enrollment.

construction · flooring · painting

NewsChannel 9 WSYR, 2026-09-24

06 · 45,000 sq ft

Syracuse Rescue Mission Mission Exchange Building

Under construction, completion expected by end of 2026

A 45,000 sq ft building on Seymour Street on Syracuse's Southwest side combining ground-floor retail storefronts, upstairs administrative offices and a one-story warehouse, supported by $1.5 million from the Downtown Revitalization Initiative.

> A mixed retail, office and warehouse building finishing late this year needs roofing over the warehouse, sprinklers, flooring and painting for storefronts and offices, then janitorial service for the offices and retail spaces once tenants move in.

roofing · fire protection · flooring · painting · cleaning

NewsChannel 9 WSYR, 2025-10-10

07 · a few million dollars

National Grid headquarters exterior restoration

Announced December 2025, in design

Restoration of National Grid's 1932 Art Deco headquarters on Erie Boulevard West in downtown Syracuse, including a new roof, replacement spandrel panels, brick repointing, parapet and flashing repairs and new front doors, designed by Nelson Associates Architectural Engineers.

> The existing roof has reached the end of its useful life, so this is a full roof replacement on a landmark building alongside masonry, parapet and flashing work that must meet the city's Landmark Preservation Board requirements.

roofing · construction

NewsChannel 9 WSYR, 2025-12-17

08

Syracuse Public Safety Building

Phased move-in beginning March 2026

The Syracuse Police Department's new six-floor headquarters in a renovated factory building at 1153 West Fayette Street on the city's west side, bringing detectives and patrol officers under one roof.

> A six-floor city headquarters with a gym and round-the-clock occupancy creates ongoing janitorial, HVAC service and fire alarm and sprinkler inspection work, the kind of public contracts that go out to bid on a cycle.

cleaning · HVAC · fire protection

NewsChannel 9 WSYR, 2026-01-09

09 · 10,000 square feet

SUNY Oswego at Syracuse campus expansion

Renovation targeted for completion before fall 2026 semester

SUNY Oswego's renovation and 10,000 sq ft expansion of its downtown Syracuse branch, in the Atrium building next to Perseverance Park and Micron's regional headquarters, adding laboratories, classrooms, offices and a student lounge.

> An interior fit-out of labs, classrooms and offices means framing, flooring and painting work, and the larger campus adds square footage to clean in a downtown office building; the university has not yet released the cost.

construction · painting · flooring · cleaning

NewsChannel 9 WSYR, 2026-04-29

10 · $130 million

Syracuse Developmental Center redevelopment

Demolition complete

A mixed-use redevelopment of the former 600,000-square-foot Syracuse Developmental Center at 800-2 S. Wilbur Avenue on Syracuse's west side: more than 260 affordable apartments in Phase I, and over 500 homes, 7.5 acres of green space, a manufacturing facility and retail space at full build-out.

> State site funding covers roads, sidewalks, tree planting, canopy and lighting throughout the site, so landscaping, paving and site lighting work follows the completed demolition.

landscaping · paving · construction · electrical

Office of the Governor of New York, 2026-06-09

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

Health system · Syracuse, Onondaga County

SUNY Upstate Medical University and Upstate University Hospital

Wikipedia, citing Upstate's economic impact report, says Upstate provides over 12,000 employment opportunities, making it Central New York's largest employer.

Campus · Syracuse, Onondaga County

Syracuse University

Syracuse University grounds crews maintain 920 acres of lawns, athletic fields, roads and walkways.

> The region's only academic medical center, with Upstate University Hospital, the attached Golisano Children's Hospital and campus research and teaching buildings.

HVAC · cleaning · fire protection · electrical

Wikipedia

> The same grounds department handles 8,822 parking spaces, 21 miles of sidewalks and 14 miles of roadway, including year-round snow removal.

landscaping · paving · cleaning · HVAC

Syracuse University

Airport · Syracuse, Onondaga County

Syracuse Hancock International Airport

SYR saw 3,004,747 travelers in 2024, the busiest year in its 75-year history.

> A small-hub airport with terminal, parking and airfield operations run by the Syracuse Regional Airport Authority.

paving · cleaning · HVAC

Syracuse Regional Airport Authority

Logistics hub · Clay, Onondaga County

Amazon SYR1 fulfillment center

The Town of Clay describes the Amazon facility as a 3.8 million square foot, $350 million distribution center.

> One of Amazon's largest buildings, a multi-level robotic fulfillment center with large roof area, truck courts and employee parking.

roofing · paving · fire protection · cleaning

Town of Clay

Major employer · Scriba, Oswego County

Constellation nuclear plants at Scriba (Nine Mile Point and FitzPatrick)

Oswego County hosts three reactors on Lake Ontario in Scriba: Nine Mile Point Units 1 and 2 and James A. FitzPatrick.

> Large power-generation sites operated by Constellation Energy with plant buildings, offices and site roads.

electrical · HVAC · paving · cleaning

Oswego County Business Magazine

Retail center · Syracuse, Onondaga County

Destiny USA

Visit Syracuse describes Destiny USA as the largest mall in New York State.

> A large enclosed shopping and entertainment complex on Onondaga Lake with retail, dining, entertainment venues and parking.

cleaning · HVAC · flooring · paving

Visit Syracuse

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, Syracuse

TRADE	PROJECTS AND OWNERS	
Commercial Cleaning & Janitorial		10
Commercial HVAC & Mechanical		8
Paving & Asphalt		8
Fire Protection		6
Commercial Electrical		6
Commercial Construction		6
Commercial Flooring		6
Commercial Painting & Coatings		4
Commercial Roofing		4
Commercial Landscaping		3

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

04

Chapter 04 The calendar

The Syracuse selling calendar

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

Syracuse 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	1	0	84	69	157	111	15	18	2	0
Cooling degree days average month	0	0	0	0	17	63	154	125	28	1	0	0
Heating degree days average month	1,340	1,161	1,040	633	295	72	18	35	153	487	798	1,141
Average high (°F) average month	30	32	40	54	67	76	80	78	71	59	46	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 40 hail reports of 1 inch or larger and 417 damaging wind reports across the metro's counties from 2015 to 2024: #59 of 100 markets for hail and #42 for wind. May, July and August carried 77% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 387 cooling degree days a year (#88 of 97 markets) and 7,173 heating degree days (#7 of 97). Cooling load peaks in 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.

5 months average a high of 60°F or more (May, June, July, August and September). 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 Syracuse, 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 Syracuse program

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

1,896
Commercial Roofing

1,896
Commercial Construction

831
Commercial HVAC & Mechanical

624
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 Syracuse

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

The salary is the smallest part of the decision. About 1,720 people hold the role in the Syracuse, NY 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 Syracuse 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 Onondaga County**
  82% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 1,449 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Syracuse over-indexes on**
  churches and religious organizations (6.32x the U.S. mix), golf courses and country clubs (2.81x the U.S. mix) and auto dealerships (1.80x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  SUNY Upstate Medical University and Upstate University Hospital, Syracuse University, Syracuse Hancock International Airport and Amazon SYR1 fulfillment center.
- [ ] **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 New York 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: 362 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: 349 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: 180 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.

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. **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.
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.
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.

- [ ] **Micron New York megafab**
  Under construction. Fab 1 is targeted to start production around 2030, so the site needs electrical, mechanical, fire protection and paving crews for years, and the second fab is expected to start in 2028.
- [ ] **Upstate University Hospital annex**
  Design. Construction follows design, so this is a pipeline item; a new emergency, surgery and ICU annex carries heavy mechanical, electrical and fire protection scopes plus a new building envelope and roof once it bids.
- [ ] **I-81 Viaduct Project Community Grid**
  Under construction. The viaduct closes to through traffic in late 2026 and work runs to about 2029, creating paving, street lighting and signal, and landscaping scopes on the new city streets.
- [ ] **Harborview Aquarium**
  Under construction, opening promised by end of 2026. With opening targeted for the end of this year, interior finishes are the near-term work, and a county-owned public attraction needs a janitorial contract once visitors arrive.

- [ ] **Baldwinsville Central School District renovations**

  Under construction, new classrooms open for the 2027-28 school year. Renovated instructional space, a rebuilt gym and pool, and new classrooms due for fall 2027 mean interior construction, flooring and painting through 2027, with more work likely as the district plans for Micron-driven enrollment.

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

  77% of the 457 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: hosting and data processing companies**

  QCEW counted 9 more hosting and data processing companies in Syracuse than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Syracuse Rescue Mission Mission Exchange Building**

  Under construction, completion expected by end of 2026. A mixed retail, office and warehouse building finishing late this year needs roofing over the warehouse, sprinklers, flooring and painting for storefronts and offices, then janitorial service for the offices and retail spaces once tenants move in.

- [ ] **New sites: apartment and residential property managers**

  QCEW counted 10 more apartment and residential property managers in Syracuse 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

- [ ] Start in Onondaga County, which holds 82% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and medical, dental and outpatient offices.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to SUNY Upstate Medical University and Upstate University Hospital and Syracuse University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for New York 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: micron New York megafab.
- [ ] 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 Syracuse 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, Syracuse, NY.
- 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 Syracuse-Auburn 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 Syracuse from above at sunrise, by Evan Strock 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 Syracuse

Territory
Check whether your trade is open in Syracuse

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Albany

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