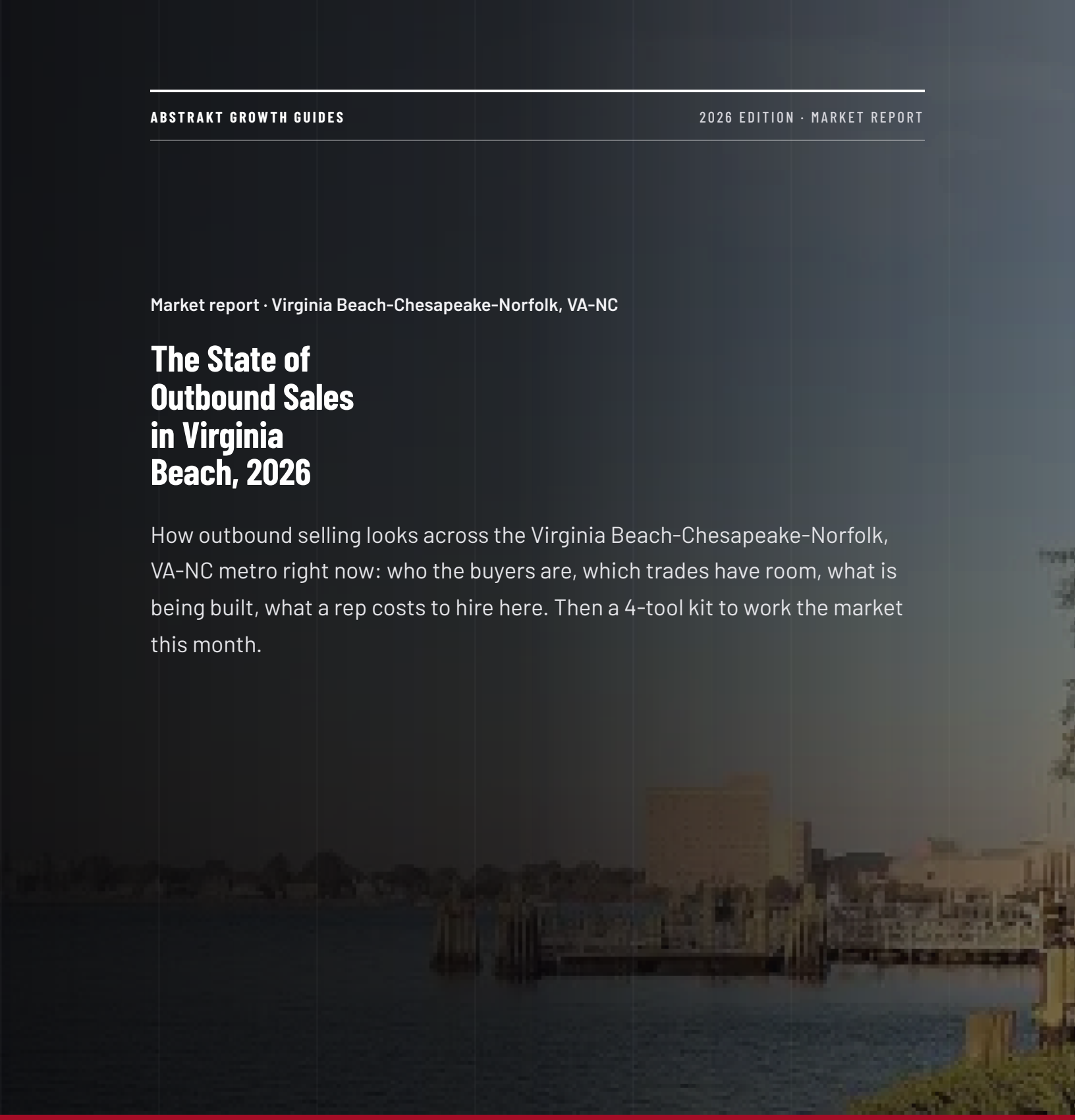
Market report · Virginia Beach-Chesapeake-Norfolk, VA-NC

The State of Outbound Sales in Virginia Beach, 2026

How outbound selling looks across the Virginia Beach-Chesapeake-Norfolk, VA-NC 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.



4,156

business sites with 20+ people across the categories trades sell to, #40 of our 100 metros

64

buyer sites per fire protection contractor, #15 of 96 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 Virginia Beach

1

Biggest buyer pool

Restaurants: 1,386 sites

with 20 or more people, the largest buyer category in Virginia Beach-Chesapeake, ahead of retail stores (997).

2

Where the metro leans

Hotels: 1.57x the U.S. mix

Also over-represented: auto dealerships (1.53x) and restaurants (1.35x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Fire Protection: #15 of 96 markets

64 buyer sites with 20+ people for each of 39 local fire protection contractors. The most crowded is commercial HVAC & mechanical, #74 of 100.

4

Biggest reason to call

Bon Secours Mary Immaculate Hospital patient tower, $200 million

Under construction (broke ground May 2026), opening summer 2028. 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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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 Virginia Beach-Chesapeake

4,156 business sites in Virginia Beach-Chesapeake have 20 or more people on site in the categories commercial trades sell to. That ranks #40 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 Virginia Beach-Chesapeake, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,386**	4,013	1.35x	+99
Retail stores	**997**	5,415	1.22x	+58
Medical, dental and outpatient offices	**576**	3,388	1.34x	+231
Manufacturing plants	**251**	846	0.74x	-3
Grocery stores	**219**	835	1.20x	+47
Wholesale distributors	**183**	1,204	0.56x	-9
Senior living and nursing	**159**	365	1.06x	0
Hotels	**154**	374	1.57x	-2
Auto dealerships	**105**	299	1.53x	+6
Churches and religious organizations	**97**	1,175	0.95x	0

Sources: U.S. Census Bureau, County Business Patterns 2023 (sites by size); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (concentration and one-year change in establishments). Suppressed size classes count as zero.

Virginia Beach-Chesapeake leans toward hotels (1.57x), auto dealerships (1.53x) and restaurants (1.35x). 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 (0.56x) and manufacturing plants (0.74x). 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 (+231), restaurants (+99) and retail stores (+58). New sites have no incumbent vendor yet.

The metro

Virginia Beach-Chesapeake-Norfolk, VA-NC: 15 counties in this report's counts.

Virginia Beach city, Chesapeake city and Norfolk city hold 56% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Virginia Beach-Chesapeake

COUNTY	SITES WITH 20+	SHARE OF METRO
Virginia Beach city START HERE	**1,112**	27%
Chesapeake city	**651**	16%
Norfolk city	**562**	14%
Newport News city	**403**	10%
Hampton city	**256**	6%
Suffolk city	**190**	5%

COUNTY	SITES WITH 20+	SHARE OF METRO
Portsmouth city	**163**	4%
James City County	**145**	3%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 326 of the metro's 4,156 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Virginia Beach

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 Virginia Beach figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Fire Protection MOST ROOM	**#15 of 96**	64	39	0
Commercial Roofing	**#16 of 89**	89	24	0
Commercial Flooring	**#17 of 68**	85	18	+2
Commercial Landscaping	**#26 of 100**	4.4	597	+8
Managed Service Providers	**#34 of 100**	3.4	606	-13
Paving & Asphalt	**#50 of 94**	40	63	+1
Commercial Painting & Coatings	**#57 of 86**	58	38	-1
Commercial Construction	**#67 of 100**	3.7	289	+14
Commercial Electrical	**#71 of 100**	9.0	190	+4
Commercial Cleaning & Janitorial	**#74 of 100**	3.2	457	+9
Commercial HVAC & Mechanical	**#74 of 100**	8.1	167	+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.

Fire protection (#15), commercial roofing (#16) and commercial flooring (#17) rank best in Virginia Beach. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial HVAC & mechanical is the most crowded trade here, #74 of 100: 8.1 buyer sites for each of 167 local mechanical contractors. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-13) and commercial painting & coatings (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial construction (+14) and commercial cleaning & janitorial (+9) added them.

Open programs

Our availability workbook does not cover Virginia Beach 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 Virginia Beach-Chesapeake. 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 · $200 million

Bon Secours Mary Immaculate Hospital patient tower

Under construction (broke ground May 2026), opening summer 2028

A four-story, 144,000 square foot patient tower at Mary Immaculate Hospital in Newport News that doubles the emergency department from 15 to 30 rooms and adds ICU beds, labor and delivery and a NICU.

> ICU, NICU and emergency space need medical-grade HVAC, electrical and fire protection through 2028, followed by healthcare flooring and long-term clinical cleaning contracts.

HVAC · electrical · fire protection · flooring · cleaning

WHRO, 2026-05-12

02 · $355 million

Virginia Beach VA outpatient clinic

Lease signed December 2025, opening 2029

A 180,000 square foot Department of Veterans Affairs outpatient clinic in Virginia Beach across from Norfolk Premium Outlets.

> A clinic this size brings mechanical, electrical and fire protection packages during the build, then site paving and landscaping and recurring janitorial work once it opens in 2029.

HVAC · electrical · fire protection · paving · cleaning

Virginia Business, 2026-03-05

03 · $230 million

New Maury High School campus

Under construction (broke ground January 2026), opening 2028-2029 school year

A four-story, roughly 315,000 square foot high school for 1,750 students at 20th Street and Llewellyn Avenue in Norfolk, with an auditorium and indoor pool.

> Main building construction runs summer 2026 to summer 2028, carrying HVAC (including pool dehumidification), electrical and fire protection, with flooring and painting near the end and athletic field work in 2028-2029.

HVAC · electrical · fire protection · flooring · painting

WTKR News 3, 2026-01-09

04 · $681 million

LS Greenlink submarine cable plant

Under construction, completion expected end of 2027

A submarine power cable manufacturing plant along the Elizabeth River in Chesapeake with a 660-foot tower and a building 13 football fields long.

> A plant of this scale needs heavy industrial electrical, process mechanical and fire protection work through 2027, plus large roof areas and paved yard space.

electrical · HVAC · fire protection · roofing · paving

WTKR News 3, 2026-05-04

05 · 10,000 sq ft

Jefferson Lab Data Center

Broke ground June 2026

A data center with a data hall of about 10,000 square feet supporting one megawatt at the Thomas Jefferson National Accelerator Facility in Newport News, for scientific computing.

> A federal research data hall needs precision cooling, power distribution and clean-agent fire suppression, and it adds to steady facility work on the Jefferson Lab campus.

HVAC · electrical · fire protection

WTKR News 3, 2026-06-12

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 Virginia Beach-Chesapeake. One relationship with a facilities team here can cover many buildings.

Health system · Norfolk, Norfolk city

Sentara Health

Sentara says it has 35,000 employees and 12 hospitals in Virginia and northeastern North Carolina, including one Level I trauma center, plus more than 400 ambulatory sites of care.

> Hospitals across Hampton Roads and hundreds of outpatient sites mean steady HVAC, life-safety, flooring and cleaning work across many buildings.

HVAC · cleaning · fire protection · flooring · electrical

Sentara Health

Campus · Norfolk, Norfolk city

Old Dominion University

ODU says it enrolls nearly 24,000 students and contributes $3.8 billion annually to Virginia's economy.

> Academic buildings, research facilities and residence halls on the Norfolk campus need cleaning, HVAC, roofing and grounds care.

cleaning · HVAC · roofing · landscaping

Old Dominion University

Major employer · Newport News, Newport News city

Newport News Shipbuilding (HII)

HII says Newport News Shipbuilding has more than 26,000 shipbuilders and is the largest industrial employer in the Commonwealth of Virginia.

> A shipyard with dry docks, fabrication shops and office buildings carries heavy electrical, roofing, painting and fire protection needs.

electrical · roofing · painting · fire protection · paving

Major employer · Virginia Beach, Virginia Beach city

STIHL Inc. North American headquarters

Virginia Beach Economic Development lists STIHL Incorporated, the power tool maker's North American headquarters, at approximately 3,300 civilian employees.

> A manufacturing and headquarters campus combines plant roofs, electrical systems and fire protection with office cleaning and grounds care.

roofing · electrical · fire protection · cleaning · landscaping

HII

Virginia Beach Economic Development

Public owner · Virginia Beach, Virginia Beach city

Naval Air Station Oceana-Dam Neck

Virginia Beach Economic Development lists Naval Air Station Oceana-Dam Neck at approximately 4,500 civilian employees, and Joint Expeditionary Base Little Creek-Fort Story at 5,020.

> Hangars, runways, barracks and support buildings on federal installations need roofing, paving, HVAC and electrical work through government contracts.

roofing · paving · HVAC · electrical · construction

Virginia Beach Economic Development

Logistics hub · Norfolk, Norfolk city

The Port of Virginia

Virginia Business reported in April 2026 that the port, the nation's sixth busiest, operates four marine terminals in Hampton Roads and is midway through a $1.4 billion Gateway Investment Program that will bring capacity to 5.8 million TEUs by 2027.

> Marine terminals including Norfolk International Terminals and Virginia International Gateway in Portsmouth carry heavy paving, electrical, roofing and fire protection needs.

paving · electrical · roofing · fire protection · construction

Virginia Business

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, Virginia Beach-Chesapeake

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		10
Fire Protection		9
Commercial HVAC & Mechanical		8
Commercial Roofing		6
Paving & Asphalt		5

TRADE	PROJECTS AND OWNERS	
Commercial Cleaning & Janitorial		5
Commercial Flooring		3
Commercial Landscaping		2
Commercial Painting & Coatings		2
Commercial Construction		2

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

04

Chapter 04 The calendar

The Virginia Beach selling calendar

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

Virginia Beach 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	5	52	21	95	89	140	90	101	17	7	1	5
Cooling degree days average month	3	0	6	15	118	308	449	398	226	48	2	3
Heating degree days average month	762	625	493	200	52	1	0	0	6	147	412	647
Average high (°F) average month	50	53	60	70	77	85	89	87	81	72	61	54

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 93 hail reports of 1 inch or larger and 530 damaging wind reports across the metro's counties from 2015 to 2024: #41 of 100 markets for hail and #32 for wind. April, June and August carried 54% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,575 cooling degree days a year (#34 of 97 markets) and 3,344 heating degree days (#59 of 97). Cooling load peaks in June, July, August and September; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

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

8 months average a high of 60°F or more (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 Virginia Beach, 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 Virginia Beach program

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

3,889
Commercial Roofing

3,889
Commercial Construction

1,303
Commercial HVAC & Mechanical

1,017
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 Virginia Beach

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

The salary is the smallest part of the decision. About 5,810 people hold the role in the Virginia Beach-Chesapeake-Norfolk, VA-NC 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 Virginia Beach 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 Virginia Beach city, Chesapeake city and Norfolk city**
  56% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 4,156 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Virginia Beach over-indexes on**
  hotels (1.57x the U.S. mix), auto dealerships (1.53x the U.S. mix) and restaurants (1.35x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Sentara Health, Old Dominion University, Newport News Shipbuilding (HII) and STIHL Inc. North American 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 Virginia 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: 1,386 sites here

From our fire protection talk track. Staying open and passing inspection. Multi-unit operators are worth more than single locations.

1. **When was your hood suppression system last inspected, and when is the next one due?**
   Due dates tell you when to call and what to offer.
2. **Have you had a failed inspection or a citation recently?**
   Failed inspections threaten the ability to stay open and create urgency.
3. **How many locations do you operate, and does each one use a different vendor?**
   Multi-unit operators are more valuable and often want one vendor across locations.

Medical, dental and outpatient offices: 576 sites here

From our flooring talk track. Cleanable surfaces and installing without closing the practice. Weekend installs are common.

1. **Which areas are clinical and which are office, and what is in each now?**
   Clinical areas need cleanable, seamless surfaces, which changes product and price.
2. **Can installs happen on weekends or after hours so the practice stays open?**
   Keeping patients flowing is the main concern, so scheduling answers matter.

Retail stores: 997 sites here

From our roofing talk track. Leaks in front of customers. Qualify early whether the store or the landlord owns the roof.

1. **Does the store or the landlord own the roof under your lease?**
   This is the first qualifying question, since many retail roofs are the landlord's responsibility.
2. **Where have leaks hit, the sales floor, the stockroom or around rooftop units?**
   Leak location shows how much they affect customers and inventory, which drives urgency.
3. **Is a remodel or refresh scheduled for this location?**
   Remodels are when replacement or major repair gets funded and scheduled.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

3. **Is a remodel, acquisition or new location planned?**
   New clinics and remodels bring the largest flooring projects.

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.

- [ ] **Bon Secours Mary Immaculate Hospital patient tower**
  Under construction (broke ground May 2026), opening summer 2028. ICU, NICU and emergency space need medical-grade HVAC, electrical and fire protection through 2028, followed by healthcare flooring and long-term clinical cleaning contracts.

- [ ] **Virginia Beach VA outpatient clinic**
  Lease signed December 2025, opening 2029. A clinic this size brings mechanical, electrical and fire protection packages during the build, then site paving and landscaping and recurring janitorial work once it opens in 2029.

- [ ] **New Maury High School campus**
  Under construction (broke ground January 2026), opening 2028-2029 school year. Main building construction runs summer 2026 to summer 2028, carrying HVAC (including pool dehumidification), electrical and fire protection, with flooring and painting near the end and athletic field work in 2028-2029.

- [ ] **LS Greenlink submarine cable plant**
  Under construction, completion expected end of 2027. A plant of this scale needs heavy industrial electrical, process mechanical and fire protection work through 2027, plus large roof areas and paved yard space.

- [ ] **Jefferson Lab Data Center**

  Broke ground June 2026. A federal research data hall needs precision cooling, power distribution and clean-agent fire suppression, and it adds to steady facility work on the Jefferson Lab campus.

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

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

- [ ] **New sites: restaurants**

  QCEW counted 99 more restaurants in Virginia Beach-Chesapeake than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  54% of the 623 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 231 more medical, dental and outpatient offices in Virginia Beach-Chesapeake 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 Virginia Beach city, Chesapeake city and Norfolk city, which hold 56% 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 Sentara Health and Old Dominion University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Virginia 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: bon Secours Mary Immaculate Hospital patient tower.
- [ ] 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 Virginia Beach 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, Virginia Beach-Chesapeake-Norfolk, VA-NC.
- 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 Virginia Beach-Norfolk 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: The Norfolk waterfront on the Elizabeth River, by Luis Rodriguez on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

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