Market report · Washington-Arlington-Alexandria, DC-VA-MD-WV

The State of Outbound Sales in Washington, 2026

How outbound selling looks across the Washington-Arlington-Alexandria, DC-VA-MD-WV 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.

12,567

business sites with 20+ people across the categories trades sell to, #9 of our 100 metros

5.3

buyer sites per commercial landscaping contractor, #13 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 Washington

1

Biggest buyer pool

Restaurants: 4,323 sites

with 20 or more people, the largest buyer category in Washington-Arlington, ahead of retail stores (3,029).

2

Where the metro leans

Commercial property managers: 1.85x the U.S. mix

Also over-represented: colleges and universities (1.62x) and hosting and data processing companies (1.61x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #13 of 100 markets

5.3 buyer sites with 20+ people for each of 1,571 local commercial landscaping contractors. The most crowded is managed service providers, #99 of 100.

4

Biggest reason to call

Washington Commanders stadium at the RFK campus, $3.8 billion

Enabling work underway; full construction spring 2027. One of 4 named, sourced projects in this report.

5

Hiring locally

$124,700 for an in-house SDR's first year (illustrative)

At a $55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

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

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

Kit PART TWO: APPLY THIS — The toolkit

Src METHOD — Sources and notes

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Washington-Arlington

12,567 business sites in Washington-Arlington have 20 or more people on site in the categories commercial trades sell to. That ranks #9 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 Washington-Arlington, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**4,323**	13,397	1.01x	+213
Retail stores	**3,029**	15,148	0.80x	-149
Medical, dental and outpatient offices	**1,581**	13,788	1.08x	+446
Grocery stores	**665**	3,103	1.10x	+33
Wholesale distributors	**597**	3,751	0.54x	-33
Senior living and nursing	**449**	1,373	0.92x	+89
Manufacturing plants	**436**	2,069	0.44x	+32
Hotels	**376**	652	0.81x	+43
Churches and religious organizations	**342**	3,219	1.06x	+7
Private K-12 schools	**336**	564	1.48x	+6

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.

Washington-Arlington leans toward commercial property managers (1.85x), colleges and universities (1.62x) and hosting and data processing companies (1.61x). 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 (0.42x) and manufacturing plants (0.44x). 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 (+446), restaurants (+213) and senior living and nursing (+89). New sites have no incumbent vendor yet.

The metro

Washington-Arlington-Alexandria, DC-VA-MD-WV: 22 counties in this report's counts.

Fairfax County, Montgomery County and District of Columbia hold 47% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Washington-Arlington

COUNTY	SITES WITH 20+	SHARE OF METRO
Fairfax County, Virginia START HERE	**2,217**	18%
Montgomery County, Maryland	**1,935**	15%
District of Columbia	**1,817**	14%
Prince George's County, Maryland	**1,605**	13%
Loudoun County, Virginia	**807**	6%
Prince William County, Virginia	**779**	6%

COUNTY	SITES WITH 20+	SHARE OF METRO
Frederick County, Maryland	**614**	5%
Arlington County, Virginia	**448**	4%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 485 of the metro's 12,567 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Washington

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 Washington figure is ranked against the other markets we track.

How Washington 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 Landscaping MOST ROOM	**#13 of 100**	5.3	1,571	+7
Commercial Roofing	**#30 of 89**	76	93	-1
Commercial Flooring	**#29 of 68**	76	70	+2
Fire Protection	**#55 of 96**	40	196	-3
Paving & Asphalt	**#57 of 94**	38	214	-4
Commercial Electrical	**#64 of 100**	9.4	581	+7
Commercial HVAC & Mechanical	**#70 of 100**	8.5	476	+7
Commercial Painting & Coatings	**#77 of 86**	44	163	+7
Commercial Construction	**#90 of 100**	2.7	1,305	+12
Commercial Cleaning & Janitorial	**#91 of 100**	2.4	1,982	0
Managed Service Providers	**#99 of 100**	0.8	10,066	-146

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 landscaping (#13), commercial roofing (#30) and commercial flooring (#29) rank best in Washington. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Managed service providers is the most crowded trade here, #99 of 100: 0.8 buyer sites for each of 10,066 local managed service providers. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-146) and paving & asphalt (-4) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial construction (+12) and commercial landscaping (+7) added them.

Open programs

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

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

4 named, sourced projects and 6 anchor owners in Washington-Arlington. 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 · $3.8 billion

Washington Commanders stadium at the RFK campus

Enabling work underway; full construction spring 2027

A 65,000-seat, 1.8-million-square-foot enclosed stadium on the former RFK Stadium site along the Anacostia River in Washington, DC, anchoring a 180-acre redevelopment.

> Enabling work began in June 2026, full construction starts in spring 2027, and the stadium targets the 2030 season. An enclosed, climate-controlled venue brings large HVAC, electrical, and fire protection scopes, and the surrounding campus adds paving and landscaping work.

construction · HVAC · electrical · fire protection · paving

Engineering News-Record, 2026-08-11

02 · More than 1.4 million sq ft

Inova Alexandria and Inova Franconia-Springfield hospital campuses

Topped out; interior buildout underway, completion 2028

Two new hospital campuses in Northern Virginia: a 192-bed hospital at the former Landmark Mall site in Alexandria and a 110-bed hospital at the Franconia-Springfield Healthplex in Fairfax County.

> Both structures topped out in April 2026 and work has shifted to interiors ahead of 2028 completion. That puts mechanical, electrical, fire protection, flooring, and painting crews on site through 2027.

HVAC · electrical · fire protection · flooring · painting

HCO News, 2026-04-24

03 · 450,000 sq ft

Aligned IAD-06 data center

Topped out

A two-story, 72 MW data center on a 75-acre campus in the Quantum Frederick park near Frederick, Frederick County, Maryland.

> The structure topped out in March 2026, less than five months after groundbreaking, and the campus plan calls for more buildings. The hybrid liquid and air cooling system and high power density mean heavy mechanical and electrical work, plus fire suppression and roofing on each new building.

HVAC · electrical · fire protection · roofing

Turner Construction (company release), 2026-03-09

04 · 270,000 sq ft

Beltsville Logistics Center

Under construction; delivery Q3 2026

A two-building industrial development along MD-200 near I-95 in Beltsville, Prince George's County, Maryland.

> Delivery was scheduled for the third quarter of 2026, so the shell work is wrapping up and tenant fit-outs come next. Expect electrical and HVAC work for tenant offices, plus parking lot sealing, landscaping, and cleaning contracts once buildings are occupied.

electrical · HVAC · paving · landscaping · cleaning

Logistics Property Company (company press release), 2025-08-12

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 Washington-Arlington. One relationship with a facilities team here can cover many buildings.

Health system · Washington, District of Columbia

MedStar Health

MedStar says it serves Maryland, Virginia and Washington, D.C., through 10 hospitals and more than 300 other care locations, with more than 37,000 associates.

Campus · College Park, Prince George's County

University of Maryland, College Park

UMD lists 41K+ students, including 31K+ undergraduates, at the state's flagship campus.

> A large flagship campus with classroom and research buildings, residence halls, athletics venues and parking decks carries heavy HVAC, roofing, custodial and grounds work.

D.C. hospital campuses such as MedStar Washington Hospital Center and Georgetown University Hospital plus suburban care sites need steady HVAC, life-safety, cleaning and flooring work.

HVAC · cleaning · fire protection · flooring · electrical

MedStar Health

HVAC · roofing · cleaning · landscaping · paving

University of Maryland

Airport · Arlington County and Loudoun County, Virginia

Metropolitan Washington Airports Authority (Reagan National and Dulles International)

MWAA says its procurement team is responsible for more than $800 million in annual procurements for Reagan National and Dulles International airports and the Dulles Toll Road.

Two major airports with terminals, garages, airfield buildings and a toll road generate recurring contracts for cleaning, HVAC, electrical, paving and construction.

cleaning · HVAC · electrical · paving · construction

Metropolitan Washington Airports Authority

Major employer · Arlington (Pentagon City), Arlington County

Amazon HQ2 (Metropolitan Park)

ARLnow reported in April 2026 that around 8,500 employees work out of Amazon's headquarters in Pentagon City, up from 8,330 at the end of 2024.

High-rise office towers, retail spaces and public grounds at Metropolitan Park need cleaning, HVAC service, landscaping and life-safety upkeep.

cleaning · HVAC · landscaping · fire protection

ARLnow

Public owner · Arlington, Arlington County

The Pentagon

Wikipedia, citing the Pentagon tours office, says the Pentagon has about 6.5 million square feet of floor space and about 23,000 military and civilian employees plus about 3,000 non-defense support personnel.

One of the world's largest office buildings, with 67 acres of parking, is a federal facility whose

Industrial park · Ashburn and Sterling, Loudoun County

Loudoun County data center cluster (Data Center Alley)

LoudounNow, quoting the Piedmont Environmental Council in September 2026, cites the county's 53 million square feet of data center space.

Data center campuses and their substations depend on electrical, mechanical cooling, fire

mechanical, electrical, roofing and custodial work runs through federal contracting.

HVAC · electrical · cleaning · roofing · paving

Wikipedia

protection, roofing and paving contractors for build-outs and ongoing service.

electrical · HVAC · fire protection · roofing · paving

LoudounNow

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, Washington-Arlington

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		8
Fire Protection		6
Paving & Asphalt		6
Commercial Cleaning & Janitorial		6
Commercial Roofing		4
Commercial Landscaping		3
Commercial Flooring		2
Commercial Construction		2
Commercial Painting & Coatings		1

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

04

Chapter 04 The calendar

The Washington selling calendar

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

Washington 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	3	70	100	253	409	676	909	692	173	45	18	12
Cooling degree days average month	0	0	1	4	72	226	369	313	132	14	0	0
Heating degree days average month	953	786	640	303	109	3	0	1	35	268	560	834
Average high (°F) average month	43	47	55	67	75	83	87	85	79	68	57	47

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 354 hail reports of 1 inch or larger and 3,006 damaging wind reports across the metro's counties from 2015 to 2024: #12 of 100 markets for hail and #1 for wind. June, July and August carried 68% of the reports. Storm calls are a real door-opener here, and the contractor who is already known before the season gets the inspection.

The metro averages 1,131 cooling degree days a year (#48 of 97 markets) and 4,492 heating degree days (#49 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.

7 months average a high of 60°F or more (April, 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.

> "Roofing demand spikes after hail and wind events, when owners want an inspection and documentation for their insurer, so be the known contractor before the storm, not one of many calling after it. Planned work follows each owner's budget: inspections feed capital requests, and replacements are approved ahead of installation. Outbound runs every month, keyed to each building's roof age and budget date."
>
> — How roofing timing works, from our roofing talk track

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 Washington, 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 Washington program

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

15,949
Commercial Roofing

15,949
Commercial Construction

7,306
Commercial HVAC & Mechanical

4,222
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 Washington

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

The salary is the smallest part of the decision. About 29,300 people hold the role in the Washington-Arlington-Alexandria, DC-VA-MD-WV 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 Washington 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 Fairfax County, Montgomery County and District of Columbia**
  47% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 12,567 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Washington over-indexes on**
  commercial property managers (1.85x the U.S. mix), colleges and universities (1.62x the U.S. mix) and hosting and data processing companies (1.61x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  MedStar Health, University of Maryland, College Park, Metropolitan Washington Airports Authority (Reagan National and Dulles International) and Amazon HQ2 (Metropolitan Park).
- [ ] **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 District of Columbia 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: 4,323 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: 3,029 sites here

From our landscaping talk track. Store appearance and snow safety. In shopping centers the landlord usually controls the contract, so qualify who buys.

1. **Is this a freestanding store, or does the shopping center landlord handle the grounds?**
   In centers the landlord usually buys, so this qualifies whether you are talking to the right company.
2. **Is grounds and snow bought store by store or through a regional or national program?**
   Regional programs need a different conversation and a different contact than a single store.
3. **How is snow and ice handled before the store opens?**
   Opening-time snow coverage is a safety and liability issue that gets attention fast.

Medical, dental and outpatient offices: 1,581 sites here

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

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. **Do you own the building, or does a landlord or property manager handle the grounds?**
   Many practices lease, so this tells you whether to keep selling here or move to the landlord.
2. **How are walkways and parking handled when it snows or ices over?**
   Patient access and slip risk are the strongest reasons a practice will act.
3. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
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.

- [ ] **Washington Commanders stadium at the RFK campus**

  Enabling work underway; full construction spring 2027. Enabling work began in June 2026, full construction starts in spring 2027, and the stadium targets the 2030 season. An enclosed, climate-controlled venue brings large HVAC, electrical, and fire protection scopes, and the surrounding campus adds paving and landscaping work.

- [ ] **Inova Alexandria and Inova Franconia-Springfield hospital campuses**

  Topped out; interior buildout underway, completion 2028. Both structures topped out in April 2026 and work has shifted to interiors ahead of 2028 completion. That puts mechanical, electrical, fire protection, flooring, and painting crews on site through 2027.

- [ ] **Aligned IAD-06 data center**

  Topped out. The structure topped out in March 2026, less than five months after groundbreaking, and the campus plan calls for more buildings. The hybrid liquid and air cooling system and high power density mean heavy mechanical and electrical work, plus fire suppression and roofing on each new building.

- [ ] **Beltsville Logistics Center**

  Under construction; delivery Q3 2026. Delivery was scheduled for the third quarter of 2026, so the shell work is wrapping up and tenant fit-outs come next. Expect electrical and HVAC work for tenant offices, plus parking lot sealing, landscaping, and cleaning contracts once buildings are occupied.

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

  68% of the 3,360 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.

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

  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: medical, dental and outpatient offices**

  QCEW counted 446 more medical, dental and outpatient offices in Washington-Arlington than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 213 more restaurants in Washington-Arlington 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 Fairfax County, Montgomery County and District of Columbia, which hold 47% 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 MedStar Health and University of Maryland, College Park at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for District of Columbia 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: washington Commanders stadium at the RFK 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 Washington 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, Washington-Arlington-Alexandria, DC-VA-MD-WV.
- 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 Washington-Arlington-Alexandria 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 U.S. Capitol and National Mall from above, by Harrison Mitchell 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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