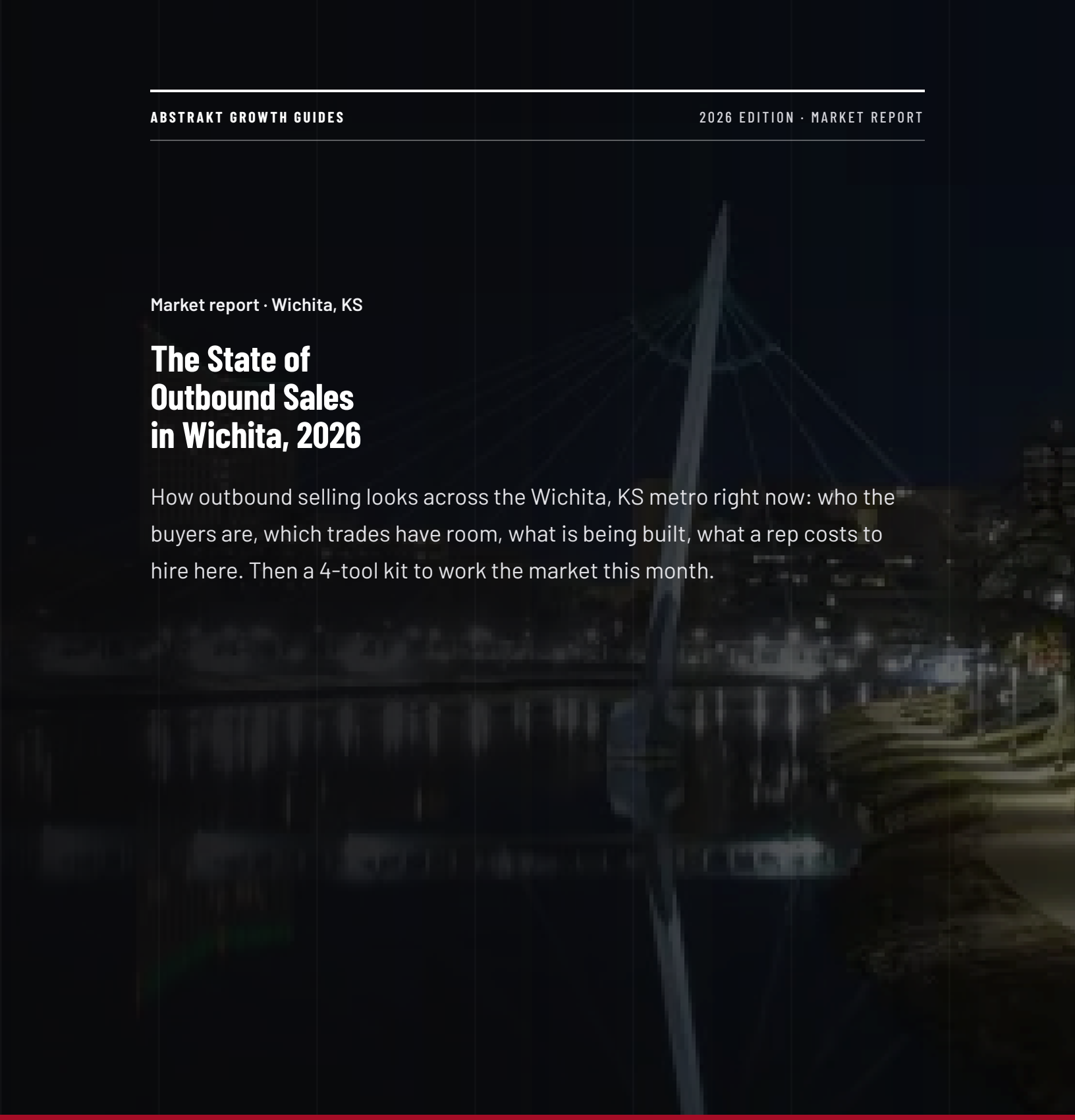


Market report · Wichita, KS

The State of Outbound Sales in Wichita, 2026

How outbound selling looks across the Wichita, KS 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.

1,727
business sites with 20+ people across the categories trades sell to, #79 of our 100 metros

4.6
buyer sites per commercial landscaping contractor, #23 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 Wichita

1

Biggest buyer pool

Restaurants: 486 sites

with 20 or more people, the largest buyer category in Wichita, ahead of retail stores (362).

2

Where the metro leans

Hospitals: 1.54x the U.S. mix

Also over-represented: auto dealerships (1.48x) and bank and credit union offices (1.45x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #23 of 100 markets

4.6 buyer sites with 20+ people for each of 208 local commercial landscaping contractors. The most crowded is commercial roofing, #79 of 89.

4

Biggest reason to call

Boeing Wichita investment (new buildings and facility upgrades), $1 billion over three years

Announced June 2026; project details not yet disclosed. One of 13 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.

Contents

01 THE MARKET — Who buys in Wichita

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

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

04 THE CALENDAR — The Wichita selling calendar

05 THE NUMBERS — What one meeting takes, trade by trade

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

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 Wichita

1,727 business sites in Wichita have 20 or more people on site in the categories commercial trades sell to. That ranks #79 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 Wichita, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**486**	1,346	1.24x	+36
Retail stores	**362**	1,939	1.13x	+5
Manufacturing plants	**237**	609	1.32x	+26
Medical, dental and outpatient offices	**211**	1,482	1.10x	+49
Wholesale distributors	**130**	672	1.17x	+12
Senior living and nursing	**85**	241	1.20x	+17
Churches and religious organizations	**51**	477	0.24x	+2
Auto dealerships	**46**	119	1.48x	+4
Grocery stores	**44**	262	1.05x	+2
Trucking companies	**43**	271	1.05x	+28

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.

Wichita leans toward hospitals (1.54x), auto dealerships (1.48x) and bank and credit union offices (1.45x). 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 churches and religious organizations (0.24x). 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 (+49), restaurants (+36) and trucking companies (+28). New sites have no incumbent vendor yet.

The metro

Wichita, KS: 4 counties in this report's counts.

Sedgwick County, Butler County and Harvey County hold 96% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Wichita

COUNTY	SITES WITH 20+	SHARE OF METRO
Sedgwick County START HERE	**1,506**	87%
Butler County	**81**	5%
Harvey County	**65**	4%
Sumner County	**22**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 53 of the metro's 1,727 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Wichita

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 Wichita figure is ranked against the other markets we track.

How Wichita 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	**#23 of 100**	4.6	208	+13
Commercial Cleaning & Janitorial	**#26 of 100**	4.6	161	+5
Commercial HVAC & Mechanical	**#40 of 100**	10	61	+4
Fire Protection	**#40 of 96**	46	22	0
Paving & Asphalt	**#43 of 94**	43	21	+4
Commercial Construction	**#47 of 100**	4.7	122	+12
Commercial Electrical	**#56 of 100**	10.0	81	+8
Managed Service Providers	**#59 of 100**	2.5	392	+60
Commercial Painting & Coatings	**#76 of 86**	44	21	-1
Commercial Roofing	**#79 of 89**	43	21	+3

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 (#23), commercial cleaning & janitorial (#26) and commercial HVAC & mechanical (#40) rank best in Wichita. 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, #79 of 89: 43 buyer sites for each of 21 local commercial roofing contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial painting & coatings (-1) and commercial flooring (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+60) and commercial landscaping (+13) added them.

Not ranked here: commercial flooring (5 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover Wichita 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

13 named, sourced projects and 7 anchor owners in Wichita. 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 · $1 billion over three years

Boeing Wichita investment (new buildings and facility upgrades)

Announced June 2026; project details not yet disclosed

Boeing plans to construct new buildings and upgrade facilities at its Wichita operations, alongside a 35,000 square foot, $45 million Boeing Workforce Training Center with WSU Tech expected to open by the end of 2026.

> Aerospace plant work brings industrial electrical, HVAC and fire protection packages plus roofing and paving on large footprints; contractors should watch for permit filings as Boeing releases specific projects.

electrical · HVAC · fire protection · roofing · paving

Engineering News-Record, 2026-06-10

02 · $300 million

Wichita Biomedical Campus

Under construction, building completion targeted December 2026, classes summer 2027

A nine-story, 350,000 square foot biomedical and healthcare education building at English and Topeka streets in downtown Wichita, a joint effort of Wichita State, WSU Tech and the University of Kansas Medical Center.

> As the building closes out, interior finish trades (flooring, painting) and lab mechanical and electrical commissioning peak, followed by janitorial and maintenance contracts when staff move in during spring 2027.

flooring · painting · HVAC · electrical · cleaning

Engineering News-Record, 2026-04-03

03 · more than $100 million

South Central Regional Mental Health Hospital

Under construction, completion late 2026, patients early 2027

A 104-bed state mental health hospital in south Wichita providing inpatient treatment and forensic services.

> Secure behavioral health space needs specialized HVAC, electrical and fire protection, and the late-2026 finish puts flooring and painting work on the near-term calendar, with institutional cleaning after opening.

HVAC · electrical · fire protection · flooring · cleaning

KAKE, 2026-08-02

04 · $133 million

Delano Ballpark District hotel and mixed-use development

Broke ground July 2026, opening planned for 2028

A seven-story, 160-room hotel with 192 residences, 10,000 square feet of street-level retail and structured parking from EPC Real Estate Group at South McLean Boulevard and West Maple Street, across from Equity Bank Park in Delano.

> Hospitality and residential space carries HVAC, electrical and fire sprinkler work through 2028, with large flooring and painting packages at the end and ongoing hotel cleaning and landscaping contracts after.

HVAC · electrical · fire protection · flooring · painting

KWCH 12, 2026-07-30

05 · 11,250 sq ft

Ascension Via Christi West ER

Under construction (broke ground March 2026), opening 2027

An 11,250 square foot freestanding emergency room with 10 treatment rooms, CT and X-ray imaging and an onsite lab at the northwest corner of West Kellogg and 119th Street in west Wichita.

> A short, roughly 10-month build means electrical (imaging), HVAC and fire protection bids now, then parking lot paving, landscaping and recurring clinical cleaning once it opens.

electrical · HVAC · fire protection · paving · cleaning

Ascension Via Christi, 2026-03-31

06 · $615 million

Wichita Public Schools (USD 259) bond proposal

On the November 3, 2026 ballot

A two-question bond from Wichita Public Schools: Question 1 (just over $407 million) would rebuild five elementary and middle schools, preserve North and East high schools and fix HVAC at 17 schools and buildings; Question 2 ($207 million) would renovate and expand Horace Mann, rebuild Coleman Middle and Adams Elementary and improve career and technical space at South, Northwest and Heights high schools.

> If voters approve it, the district moves into design and bidding for multiple school rebuilds, giving general contractors, roofers, flooring installers and mechanical contractors a multi-year run of K-12 work across Wichita.

construction · HVAC · roofing · flooring

KAKE, 2026-06-01

07

Wichita Fire Station 23

Broke ground August 2026

A new fire station near Pawnee and Maize in southwest Wichita, the city's first new station in more than 16 years, part of more than $62.5 million the city says it has committed to new and rebuilt fire stations.

> Municipal station builds bring general construction, roofing and site paving packages now, and the city's wider station program means more of the same bids as other stations are rebuilt.

construction · roofing · paving

KAKE, 2026-08-20

08 · $160 million

Derby Shores

Broke ground May 2026; lagoon phase about a year, full completion about two years

A STAR bond tourism district in Derby anchored by a 4-acre Crystal Lagoon with white sand beaches, with apartments, a hotel, restaurants and bars planned alongside, led by Genesis Health Clubs developer Rodney Steven.

> Site clearing and lagoon work come first, then vertical construction and roofing on the hotel and apartments, and the finished district needs grounds maintenance and hotel and venue cleaning contracts.

construction · landscaping · roofing · cleaning

KAKE, 2026-05-26

09 · $17,830,824 proposed budget

Redbud Trail improvements (Woodlawn to K-96 and Rock Road overpass)

Phase one under construction since February 2026; phase two bidding pending council approval

About three and a half miles of new trail between Woodlawn and K-96 in northeast Wichita with upgraded crossings at Woodlawn, Greenwich and Webb roads, and a pedestrian overpass at the Rock Road crossing in phase two.

> Trail and crossing work is federally funded public bid work for paving and site contractors, and the overpass and connections in phase two add structural construction and landscape restoration along the corridor.

paving · landscaping · construction

KAKE, 2026-09-01

10 · about 15 acres

Botanica Wichita expansion into Sim Park

Lease approved September 2026; construction could be several years away

The Wichita City Council approved a 30-year lease of about 15 acres of Sim Park next to the Arkansas River so Botanica can nearly double its grounds and add a Hydro Learning Center connected to a conservatory.

> An early signal rather than a bid: garden expansion means planting, tree replacement and grounds work, plus a new conservatory and learning center building once grants and Sim family approval are in place.

landscaping · construction

KAKE, 2026-09-18

11 · 6.5 acres

Exploration Place Adventure Playscape

Opened March 2026

A 6.5-acre outdoor play destination on Exploration Place's riverfront campus in Wichita with 10 themed environments, a large water play area, more than 40,000 plants, 500 tons of Kansas limestone and 250 new trees, open into the evening in spring break and summer.

> A planted, irrigated site this size needs ongoing grounds, irrigation and tree care contracts as the plantings mature, and evening hours mean site lighting that has to be maintained.

landscaping · electrical

Exploration Place (via KAKE), 2026-03-13

12 · $46.35 million

Wichita State University dance and theater building

Approved by Kansas Board of Regents; construction date not set

A 58,800-square-foot, three-story building on the west side of the Wichita State campus near the Duerksen Fine Arts Center, with a 180-seat black box theater, dance studios, acting and movement studios and faculty offices.

> Dance studios and a black box theater call for specialty flooring and an assembly-occupancy fire sprinkler and alarm package, with mechanical and electrical work across a build the university expects to take about three years.

flooring · fire protection · HVAC · electrical · construction

KSN-TV, 2026-09-21

13 · $40 million

Hotel Indigo downtown Wichita

Under construction; opening expected 2027

A 119-room hotel with a restaurant and bar converting the historic Petroleum Building and the O'Rourke Title (McClellan Hotel) building at Broadway Avenue and William Street, across from the Wichita Biomedical Campus.

> Converting two 1920s-era office buildings into guest rooms brings life-safety upgrades (sprinklers and fire alarm for hotel occupancy), new flooring and paint throughout, then recurring floor care and fire system inspections once it opens in 2027.

fire protection · flooring · painting · HVAC

KSN-TV, 2026-02-04

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

Health system · Wichita, Sedgwick County

Ascension Via Christi

The City of Wichita lists Ascension Via Christi Health, Inc. with 4,413 full-time local employees.

> Runs hospital campuses, ERs and clinics across Wichita with heavy HVAC, life-safety, cleaning and parking lot demands.

Campus · Wichita, Sedgwick County

Wichita State University

Wichita State's main campus enrollment rose 4.3% to 18,458 in fall 2025.

> Operates the main campus and the Innovation Campus, with classroom, research, residence and athletic buildings plus large surface lots.

HVAC · fire protection · cleaning · paving

City of Wichita

HVAC · cleaning · roofing · paving

Wichita State University

Major employer · Wichita, Sedgwick County

Textron Aviation

The City of Wichita lists Textron Aviation with 9,350 full-time local employees.

> Runs aircraft production plants, hangars and paint facilities with large roofs, heavy electrical loads and industrial floors.

electrical · roofing · HVAC · flooring · fire protection

City of Wichita

Major employer · Wichita, Sedgwick County

Koch Industries

The City of Wichita lists Koch Industries Inc. global headquarters with 3,100 full-time local employees.

> Global headquarters office campus with occupied-building cleaning, mechanical, electrical and grounds needs.

cleaning · HVAC · electrical · landscaping

City of Wichita

Public owner · Wichita, Sedgwick County

McConnell Air Force Base

The City of Wichita lists McConnell Air Force Base with 5,679 full-time local employees.

> Federal installation with hangars, airfield pavement, offices and housing maintained through federal contracting.

paving · roofing · HVAC · construction

City of Wichita

Industrial park · Sedgwick, Harvey County

Sedgwick Industrial Park

In 2007 the City of Sedgwick bought an additional 60 acres for phase 2 of the park, with platting, roads and utilities finished in fall 2009.

> Platted industrial lots where new buildings bring site work, paving and power, then recurring lot and grounds upkeep.

construction · paving · electrical

Harvey County Economic Development Council

Airport · Wichita, Sedgwick County

Wichita Dwight D. Eisenhower National Airport

ICT reported more than 1.8 million total passengers in 2025, a 3.24% year-over-year increase.

> City-owned terminal, parking structures and airfield pavement that need mechanical,

paving, roofing and cleaning work.

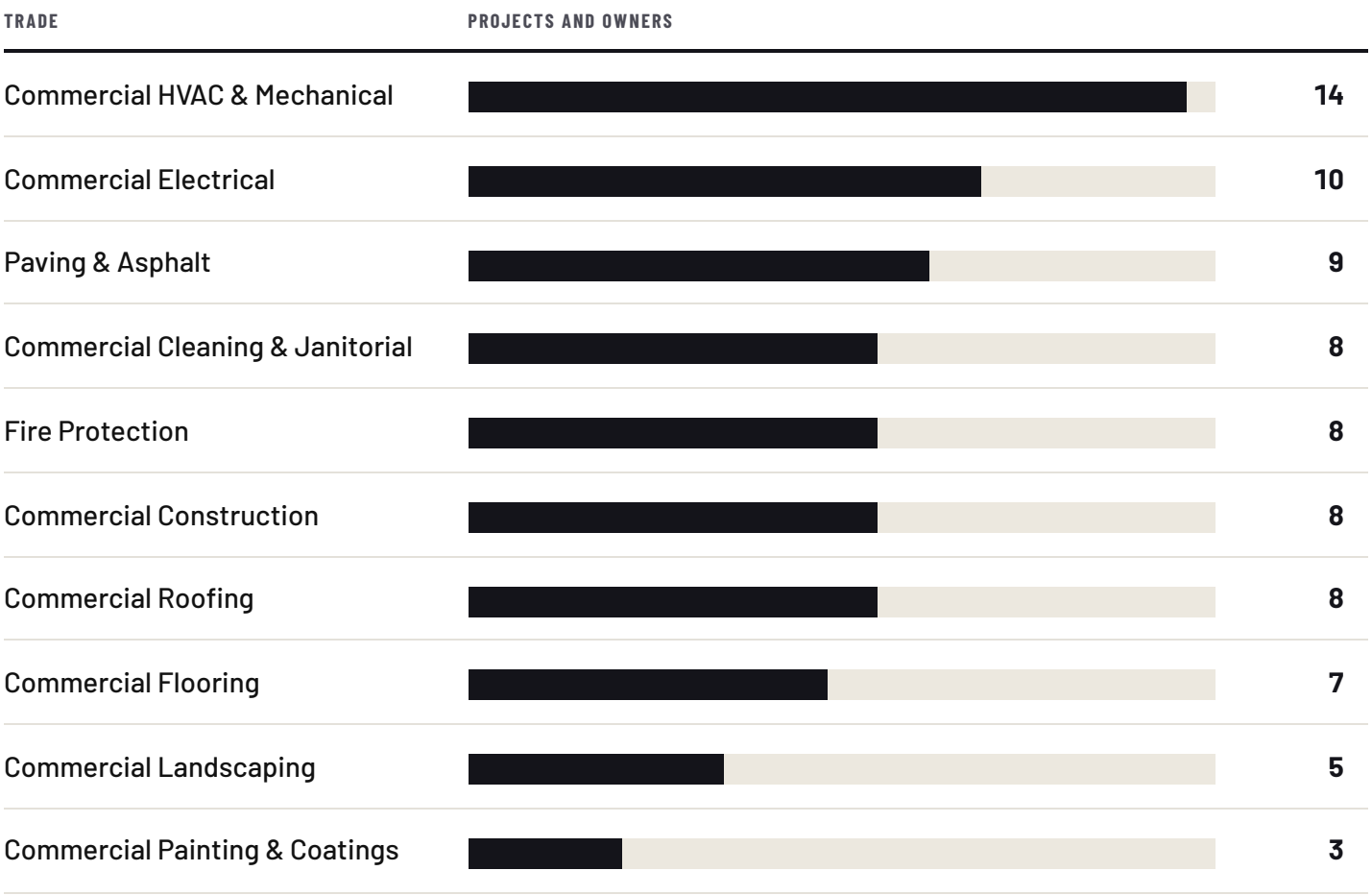
paving · HVAC · cleaning · roofing

Wichita Dwight D. Eisenhower National Airport

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

Which trades the work touches

Projects and anchor owners in this report that buy each trade, Wichita



TRADE	PROJECTS AND OWNERS
Commercial HVAC & Mechanical	14
Commercial Electrical	10
Paving & Asphalt	9
Commercial Cleaning & Janitorial	8
Fire Protection	8
Commercial Construction	8
Commercial Roofing	8
Commercial Flooring	7
Commercial Landscaping	5
Commercial Painting & Coatings	3

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

04

Chapter 04 The calendar

The Wichita selling calendar

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

Wichita 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	5	38	151	278	275	127	113	18	33	9	5
Cooling degree days average month	0	1	10	20	116	334	484	440	217	30	1	0
Heating degree days average month	995	781	570	285	90	8	1	4	41	227	582	919
Average high (°F) average month	44	49	59	68	77	87	92	91	83	71	57	46

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 428 hail reports of 1 inch or larger and 624 damaging wind reports across the metro's counties from 2015 to 2024: #9 of 100 markets for hail and #23 for wind. April, May and June carried 67% 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 1,653 cooling degree days a year (#29 of 97 markets) and 4,502 heating degree days (#48 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 Wichita, 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 Wichita program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Wichita-Arkansas City-Winfield territory.

1,624 Commercial Roofing	**1,624** Commercial Construction
567 Commercial Cleaning & Janitorial	**497** Commercial HVAC & Mechanical

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 Wichita

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

The salary is the smallest part of the decision. About 2,540 people hold the role in the Wichita, KS 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 Wichita 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 Sedgwick County, Butler County and Harvey County**
  96% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 1,727 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Wichita over-indexes on**
  hospitals (1.54x the U.S. mix), auto dealerships (1.48x the U.S. mix) and bank and credit union offices (1.45x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Ascension Via Christi, Wichita State University, Textron Aviation and Koch Industries.
- [ ] **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 Kansas 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: 486 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: 362 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.

Manufacturing plants: 237 sites here

From our cleaning talk track. Audits and shift schedules. Ask which areas the production crew cleans and which they wish someone else did.

1. **Which areas does your production crew clean, and which do you wish someone else handled?**
   Work that pulls operators off the line is the scope a plant manager will pay to hand off.

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.

2. **What shifts do you run, and when could a cleaning crew work without getting in the way?**
   Shift schedules decide staffing, access and whether the job fits your crews.
3. **Do you have customer or safety audits coming up that look at housekeeping?**
   An upcoming audit creates a date and makes high dusting or floor scrubbing an easy yes.

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.

- [ ] **Boeing Wichita investment (new buildings and facility upgrades)**
  Announced June 2026; project details not yet disclosed. Aerospace plant work brings industrial electrical, HVAC and fire protection packages plus roofing and paving on large footprints; contractors should watch for permit filings as Boeing releases specific projects.
- [ ] **Wichita Biomedical Campus**
  Under construction, building completion targeted December 2026, classes summer 2027. As the building closes out, interior finish trades (flooring, painting) and lab mechanical and electrical commissioning peak, followed by janitorial and maintenance contracts when staff move in during spring 2027.
- [ ] **South Central Regional Mental Health Hospital**
  Under construction, completion late 2026, patients early 2027. Secure behavioral health space needs specialized HVAC, electrical and fire protection, and the late-2026 finish puts flooring and painting work on the near-term calendar, with institutional cleaning after opening.
- [ ] **Delano Ballpark District hotel and mixed-use development**
  Broke ground July 2026, opening planned for 2028. Hospitality and residential space carries HVAC, electrical and fire sprinkler work through 2028, with large flooring and painting packages at the end and ongoing hotel cleaning and landscaping contracts after.

- [ ] **Ascension Via Christi West ER**

  Under construction (broke ground March 2026), opening 2027. A short, roughly 10-month build means electrical (imaging), HVAC and fire protection bids now, then parking lot paving, landscaping and recurring clinical cleaning once it opens.

- [ ] **Wichita Public Schools (USD 259) bond proposal**

  On the November 3, 2026 ballot. If voters approve it, the district moves into design and bidding for multiple school rebuilds, giving general contractors, roofers, flooring installers and mechanical contractors a multi-year run of K-12 work across Wichita.

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

  67% of the 1,052 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 49 more medical, dental and outpatient offices in Wichita than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 36 more restaurants in Wichita than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 10 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 Sedgwick County, Butler County and Harvey County, which hold 96% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Ascension Via Christi and Wichita State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Kansas 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: boeing Wichita investment (new buildings and facility upgrades).
- [ ] 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 Wichita 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, Wichita, KS.
- 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 Wichita-Arkansas City-Winfield 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: Wichita riverfront at night, by Samuel Myles 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 Wichita

Territory
Check whether your trade is open in Wichita

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Tulsa

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