

NextDaySteel Objection Handling Playbook

GOAL: Defuse resistance without pressure. Leave every call feeling respectful and professional.

HANDLING RULES: Never push past 2 firm objections • Always offer polite exit • Keep door open for future

COMMON OBJECTIONS + RESPONSE FLOWS

1 “WE’RE HAPPY WITH OUR CURRENT SUPPLIER”

Response Flow: 1. ACKNOWLEDGE: “That’s great to hear you have a good relationship” 2. EXPLORE: “What do you value most about working with them?” 3. POSITION: “We find many customers use us for backup or emergency situations” 4. CLOSE: “Can I send you our contact details for urgent situations?”

Full Script: “That’s great to hear you have a good relationship with your current supplier. What do you value most about working with them? We find many customers use us for backup or emergency situations when their regular supplier can’t deliver urgently. Companies like Kier Group use us for gap-fill orders when they need steel delivered next day. Can I send you our contact details for those urgent situations?”

2 “WE DON’T NEED ANYTHING RIGHT NOW”

Response Flow: 1. ACCEPT: “I understand - not every call comes at the right time” 2. FUTURE FOCUS: “When do you typically plan your next projects?” 3. VALUE: “Many customers like having our details for when urgent needs arise” 4. FOLLOW-UP: “Would it be worth calling you back in [timeframe]?”

Full Script: “I understand - not every call comes at the right time. When do you typically plan your next projects? Many customers like having our details for when urgent needs arise. If I call you back in 2-3 months time, would you have a job needing steel? When roughly is your next steel project?”

3 “WHAT ARE YOUR PRICES?”

Response Flow: 1. CONTEXT NEED: “Pricing depends on several factors...” 2. QUALIFY: “What type of materials are you typically looking for?” 3. PROCESS: “Our sales team can provide accurate quotes based on your specifications” 4. ACTION: “I can arrange for them to call you with pricing information”

Full Script: “Pricing depends on several factors like quantities, specifications, and delivery requirements. What type of materials are you typically looking for?

Our sales team can provide accurate quotes based on your engineer's specifications. I can arrange for them to call you with competitive pricing information - would that be helpful?"

4 "I'M TOO BUSY RIGHT NOW"

Response Flow: 1. RESPECT: "I completely understand" 2. BRIEF VALUE: "We specialize in next-day delivery for busy contractors" 3. RESCHEDULE: "When would be a better time to call?" 4. ALTERNATIVE: "Or I can email you information instead?"

Full Script: "I completely understand - construction is demanding. We specialize in next-day delivery for busy contractors when timing is critical. When would be a better time to call - or I can email you information instead? What works better for you?"

5 "WE ONLY WORK WITH LOCAL SUPPLIERS"

Response Flow: 1. UNDERSTAND: "Local relationships are important" 2. CLARIFY: "Where are you based?" 3. CAPABILITY: "We deliver nationwide - [specific local reference if applicable]" 4. BACKUP VALUE: "Many companies use us for emergency or backup supply"

Full Script: "Local relationships are important in construction. Where are you based? We deliver nationwide and often work with companies who prefer local suppliers but need us for emergency or backup supply when their local supplier can't deliver urgently. Would it be worth having our details for those situations?"

6 "NOT INTERESTED"

Response Flow: 1. RESPECT: "I understand, thanks for being direct" 2. FUTURE VALUE: "Business needs change over time" 3. DOOR OPEN: "I'll make a note of your business for future reference" 4. PROFESSIONAL CLOSE: "Thanks for your time - have a great day"

Full Script: "I understand, thanks for being direct with me. Business needs change over time, so I'll make a note of your business for future reference. If you ever need urgent steel delivery, here's our main number. Thanks for your time - have a great day."

7 "SEND ME SOMETHING INSTEAD"

Response Flow: 1. CONFIRM: "Happy to send you information" 2. QUALIFY: "Can I ask what type of projects you typically work on?" 3. PERSON-

ALIZE: “That helps me send the most relevant information” 4. FOLLOW-UP: “I’ll include our contact details for when you need quotes”

Full Script: “Of course - happy to send over a quick brochure. Can I ask what type of projects you typically work on? That helps me send the most relevant information about our services. I’ll include our direct contact details so when you do need steel reinforcement, you can get quick quotes and delivery. What’s the best email to use?”

8 “HOW DID YOU GET MY NUMBER?”

Response Flow: 1. TRANSPARENT: “We’re contacting construction companies in your area” 2. PURPOSE: “We supply steel reinforcement materials” 3. RELEVANCE: “I wanted to see if you ever need these materials” 4. RESPECT: “Would you prefer I remove you from our contact list?”

Full Script: “We’re contacting construction companies in your area about steel reinforcement materials. I wanted to see if you ever need materials like rebar or mesh for your projects. If this isn’t relevant to your business, I’m happy to remove you from our contact list. Would you prefer that?”

9 “WHAT MAKES YOU DIFFERENT?”

Response Flow: 1. SPEED: “Next-day delivery guarantee to mainland UK” 2. EQUALITY: “No minimum orders - same service for all sizes” 3. CREDIBILITY: “Trusted by companies like Kier Group and Balfour Beatty” 4. RELIABILITY: “We deliver on promises when others can’t”

Full Script: “Three main things: We guarantee next-day delivery to mainland UK when you order by 1pm. No minimum orders - same professional service whether you need 1 bar or 1000 tonnes. And we’re trusted by major contractors like Kier Group and Balfour Beatty for urgent delivery when their regular suppliers can’t deliver.”

ADVANCED OBJECTION HANDLING

“YOUR PRICES ARE TOO HIGH”: “I understand price is important. We focus on total value - reliable delivery, professional service, and beating written quotes from competitors. Our sales team can work with you on competitive pricing. What pricing would make this worthwhile for you to consider?”

“WE HAVE LONG-TERM CONTRACTS”: “Contracts are important for planning. Even with contracts, most companies need backup suppliers for urgent situations or when their main supplier has issues. Worth having our details for those emergency situations when you need steel delivered next day.”

“WE DON’T TAKE COLD CALLS”: “I understand and respect that policy. Since we specialize in emergency steel delivery, would it be worth having our contact details for genuine urgent situations? You never know when you might need steel delivered next day unexpectedly.”

HANDLING DIFFICULT CUSTOMERS

Aggressive Customers: - Stay professional and calm - Don’t take it personally - “I understand you’re busy/frustrated” - Offer to call back at better time - Respect their position

Skeptical Customers: - Provide credible references (Kier Group, Balfour Beatty) - Offer verifiable information - Professional confidence without overselling - “Many customers felt the same initially”

Indecisive Customers: - Ask qualifying questions - Understand their decision process - Offer information for future reference - Schedule follow-up call

Time-Pressed Customers: - Get to point quickly - Offer email/WhatsApp information - Respect their schedule - Brief value proposition only

ENDING OBJECTION CONVERSATIONS

When Continuing: - “Based on what you’ve said, let me arrange...” - “That sounds like we could help with...” - “I’ll send you information about...”

When Ending Politely: - “Thanks for your time and honesty” - “I’ll make a note for future reference” - “Have a great day” - Professional and respectful close

Follow-up Actions: - Log outcome accurately - Note future contact timing - Update customer preferences - Respect do-not-call requests

RELATED FILES: - See nds-conversation-flows.txt for when objections typically occur - See nds-compliance-rules.txt for safety and escalation limits - See nds-personas.txt for customer-specific approaches - See nds-voice-guide.txt for maintaining professional tone

This playbook equips agents with rejection-safe, brand-aligned responses that keep doors open for future opportunities.