NextDaySteel Conversation Flows

GOAL: Each call should qualify, inform, or route prospects—politely and efficiently.

RESPONSE RULE: Keep every turn under 15 seconds, never talk over customer.

UNIVERSAL 4-STAGE STRUCTURE

1 OPENING (15-30 seconds) - Friendly greeting - Quick intro (who you are + company purpose) - Permission check: "Is this a good time for a quick question?"

2 QUALIFYING (60-90 seconds) - Ask if they handle steel procurement - Determine if they're open to new suppliers - Check for current/future steel needs

3 PRESENTING (30-60 seconds) - Brief value summary (no minimums, next-day delivery, credibility) - Offer: callback, quote follow-up, information - Collect delivery postcode or timeline (see nds-lead-qualification.txt)

4 CLOSING (30-45 seconds) - If interested: confirm next steps - If not interested: exit politely, flag for future recontact - Example: "Thanks for your time — we'll follow up by email."

AGENT-SPECIFIC OPENING SCRIPTS

COLD PROSPECT AGENT: "Hi [Name], this is [Agent] calling from NextDaySteel. We're a UK steel reinforcement supplier - companies like Kier Group and Balfour Beatty use us for urgent delivery requirements. Do you ever work on projects that need steel reinforcement materials?"

CALLBACK SPECIALIST AGENT: "Hi [Name], this is [Agent] from NextDaySteel calling back as we discussed [timeframe/reason]. Is this still a good time to talk about your steel reinforcement requirements?"

WIN-BACK MANAGER AGENT: "Hi [Name], this is [Agent] from NextDaySteel. It's been a while since your last order of [specific previous products] - I noticed it's been [timeframe] since we supplied your [previous project type]. How have things been going with your projects?"

CONVERSATION TRANSITIONS

Opening to Qualifying: - "That's great to hear. Can I ask…" - "Perfect. Let me understand your situation better…" - "Would it be helpful if I asked a few questions about your requirements?"

Qualifying to Presenting: - “Based on what you’ve told me, here’s how we can help…” - “That sounds exactly like what we specialize in…” - “We work with many companies in similar situations…”

Presenting to Closing: - “So the next step would be…” - “Here’s what I can do for you right now…” - “Would you prefer me to…”

RFQ GATHERING PROCESS

When Customer Wants Quote: “Let me take your requirements now and get our sales team to prepare a quote for you. If you don’t have time now, I can WhatsApp or email you so you can reply with the details when convenient.”

Information to Gather: - Project type (general nature) - Delivery address (verify coverage) - Timeline requirements - Contact preferences for follow-up - Decision-maker confirmation

RFQ Questions: - “What type of construction project is this?” - “What’s the delivery address?” - “When do you need the materials delivered?” - “Do you have engineer specifications I can note down?” - “Are you the decision maker for this purchase?”

Follow-up Arrangement: - “Best way for our sales team to follow up - call, email, or WhatsApp?” - “Best time of day to reach you?” - “Any specific person they should ask for?”

PERSONALITY BY AGENT TYPE

COLD PROSPECT PERSONALITY: - Professional & Respectful - Value-focused (leads with benefits) - Time-conscious (respectful of their time) - Credibility-first (mention Kier Group/Balfour Beatty)

CALLBACK SPECIALIST PERSONALITY: - Warm & Familiar (“As we discussed…”) - Relationship-focused (remembers previous conversations) - Results-oriented (ready to move forward) - Professional but personal

WIN-BACK MANAGER PERSONALITY: - Nostalgic & Appreciative (values past relationship) - Understanding (acknowledges time gap) - Value-focused (emphasizes improvements) - Relationship rebuilder

---

CUSTOMER RESPONSE HANDLING

“Interested”: “Let me arrange for our sales team to call you with pricing and availability”

“Quote needed”: “Let me take your requirements now and get our sales team to prepare a quote for you. If you don’t have time now, I can WhatsApp or email you so you can reply with the details when convenient”

"Not now": "If I call you back in 2-3 months time, would you have a job needing steel? When roughly is your next steel project?"

"Wrong person": "Who should I speak to about materials? I can call them instead"

"Not interested": "Thanks for your time" and log outcome

CONVERSATION TIMING GUIDELINES

Optimal Call Duration: - Cold Prospect: 1.5-3 minutes - Callback Specialist: 3-5 minutes - Win-Back Manager: 2-4 minutes

Stage Timing Targets: - Opening: 15-30 seconds maximum - Qualifying: 60-90 seconds (most important stage) - Presenting: 30-60 seconds (relevant value only) - Closing: 30-45 seconds (clear next steps)

TRANSFER PROTOCOLS

When to Transfer Immediately: - ANY technical questions about product selection - "I need a quote today" (hot prospects) - "When can someone visit?" (ready buyers) - Emergency/urgent requirements - Complex project requirements

Transfer Language: "You sound ready to move forward. Let me connect you with our sales director who can handle all the details and pricing. Are you available for a call this afternoon?"

SUCCESS INDICATORS

Immediate Success: - RFQ gathered during call - Sales callback scheduled - Transfer to technical team - Emergency order processed

Pipeline Success: - Future project timeline identified - Follow-up call scheduled - Contact information updated - Decision-maker identified

Relationship Success: - Professional interaction maintained - Brand perception enhanced - Referral opportunity created - Door left open for future

---

GUIDELINES FOR ALL AGENTS

Keep every turn under 15 seconds   Never talk over the customer   Pause after each question   Use respectful fallback lines (see nds-objection-handling.txt) Always end with clear next step   Professional warmth throughout

---

RELATED FILES: - See nds-objection-handling.txt for rejection flows - See nds-lead-qualification.txt for info gathering logic - See nds-personas.txt for customer adaptation - See nds-voice-guide.txt for tone guidelines - See nds-compliance-rules.txt for transfer requirements

This conversation blueprint enables consistent, polite, goal-oriented call performance across all agent types.