

## NextDaySteel Customer Personas

This guide helps agents identify customer types and tailor tone, qualification, and follow-up strategies.

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### PERSONA 1: COMMERCIAL CONTRACTOR

Profile: Large construction companies, site managers, procurement officers

Key Characteristics: - Manages multiple projects simultaneously - Time-pressed and efficiency-focused - Budget-conscious but quality-aware - Values professional competence and industry knowledge - Needs reliable suppliers for consistent delivery

How to Identify: - Mentions multiple ongoing projects - Asks about capacity or volume pricing - Professional procurement processes - Talks about delivery timing importance - References current supplier issues

Opening Script: "Hi [Name], this is [Agent] from NextDaySteel. We're the go-to supplier for urgent steel requirements - companies like Kier Group and Balfour Beatty use us for emergency gap-fill orders and next-day delivery when they need materials fast. Are you currently working on projects that might need urgent steel reinforcement?"

Qualifying Questions: - "What size projects are you typically working on?" - "How far in advance do you usually plan material deliveries?" - "Do you need same-day delivery capabilities for urgent situations?" - "Who else is involved in your material supplier decisions?"

Value Proposition Focus: - Emphasize delivery reliability and speed - Mention capacity for large orders - Reference industry experience (Kier Group, Balfour Beatty) - Offer specific timeline commitments - Focus on business efficiency benefits

Pain Points to Address: - "Delivery delays cost us money" → "We guarantee next-day delivery to mainland UK" - "Suppliers don't understand urgency" → "We understand construction deadlines and penalty clauses" - "Having to chase suppliers" → "Our delivery commitments include specific time windows"

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### PERSONA 2: MEDIUM CONTRACTOR

Profile: Mid-size construction companies, 10-20 concurrent projects, family-sized businesses

Key Characteristics: - Manages 10-20 projects simultaneously - SME classification with smaller office structure - 1-2 buyers handling all project procurement - Less corporate bureaucracy, more family business feel - Balance between efficiency and relationship-building

How to Identify: - Managing 10-20 concurrent projects - Limited procurement staff (1-2 buyers) - Values relationship-based service - Looking for consistent supplier partnerships - Family business/SME culture

Opening Script: "Hi [Name], this is [Agent] from NextDaySteel. We work with medium-sized contractors who manage multiple projects and value both professional service and personal relationships. Do you handle material procurement for your construction projects?"

Qualifying Questions: - "How many projects are you typically managing at once?" - "Do you have dedicated procurement staff or handle purchasing yourself?" - "What's most important for your business - consistency, pricing, or service flexibility?" - "How do you currently coordinate materials across multiple projects?"

Value Proposition Focus: - Emphasize personal service and relationship building - Mention flexibility in service delivery - Focus on supporting their multi-project needs - Offer consistent pricing and reliability - Position as partner for growth

Pain Points to Address: - "Managing multiple projects is complex" → "We provide consistent pricing and service across all your projects" - "Limited procurement resources" → "Our sales team can coordinate deliveries for multiple sites" - "Need professional service without corporate red tape" → "We understand the challenges of managing procurement for 10-20 projects"

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#### PERSONA 3: SITE FOREMAN / TRADESPERSON

Profile: May not be decision maker but manages orders, hands-on construction professionals

Key Characteristics: - Practical, hands-on approach - May not have final purchasing authority - Priorities: clarity, no-hassle ordering, speed - Direct communication style - Site-level perspective on material needs

How to Identify: - Says "I just need a few bits" - Mentions being on-site or working with tools - Practical language, less business-focused - May refer to "the boss" or "procurement" - Immediate material needs

Opening Script: "Hi [Name], this is [Agent] from NextDaySteel. Do you ever handle the steel ordering side on your projects, or know who does? We supply reinforcement materials with next-day delivery across the UK."

Qualifying Questions: - "Are you involved in ordering materials for your sites?" - "Who typically handles the purchasing decisions?" - "Do you ever need materials delivered urgently to site?" - "What's the best way to reach the person who orders materials?"

Value Proposition Focus: - Speak directly and clearly, avoid sales-speak - Emphasize speed and reliability - No minimum orders - Professional but straight-

forward approach

Pain Points to Address: - “Need materials fast” → “Next-day delivery when you order by 1pm” - “Don’t want hassle” → “Simple ordering, professional delivery” - “Small quantities” → “No minimum orders - we serve everyone equally”

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#### PERSONA 4: DIY ENTHUSIAST / HOMEOWNER

Profile: Homeowners doing their own construction projects, serious DIY projects

Key Characteristics: - Limited construction experience - Project-driven (not ongoing business) - Price-sensitive but quality-focused - Needs guidance but not condescension - Values educational approach

How to Identify: - “I’m not sure what size I need” - Mentions home project or extension - Asks basic questions about steel - One-off project rather than ongoing business - May seem uncertain about specifications

Opening Script: “Hi [Name], this is [Agent] from NextDaySteel. We supply steel reinforcement to everyone from major contractors to homeowners doing their own projects. Are you working on any construction projects that might need reinforcement materials?”

Qualifying Questions: - “What type of project are you planning?” - “Do you have an engineer or architect providing specifications?” - “When are you hoping to start the work?” - “Would you prefer our technical team to call you with guidance?”

Value Proposition Focus: - Emphasize equal treatment policy - Avoid talking down or being condescending - Focus on helpful service regardless of order size - Offer clear guidance on next steps - Mention technical support availability

Pain Points to Address: - “Suppliers won’t deal with non-trade” → “We serve everyone from major contractors to homeowners doing their own projects” - “Feeling intimidated by industry jargon” → “Our technical team explains everything in plain English” - “Minimum orders too large” → “No project too small - we’re here to help”

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#### PERSONA 5: PROCUREMENT OFFICER

Profile: Corporate buyers, purchasing departments, quantity surveyors

Key Characteristics: - Process-driven and documentation-focused - Multiple supplier evaluation - Cost optimization mandate - Compliance and audit requirements - Relationship with internal stakeholders

How to Identify: - “Can you send over a quote email?” - Formal evaluation process - Multiple project pipeline - Cost optimization focus - Professional supplier

requirements - Documentation needs clear

Opening Script: "Hi [Name], this is [Agent] from NextDaySteel. We provide steel reinforcement supply with full documentation and competitive pricing to corporate customers. Do you handle material procurement for construction projects?"

Qualifying Questions: - "What's your typical procurement process for materials?" - "Do you need formal quotations with detailed specifications?" - "Are there any compliance requirements we should know about?" - "What documentation do you need from suppliers?"

Value Proposition Focus: - Emphasize professional sales process - Mention written quotations and documentation - Focus on reliability and compliance - Offer structured communication - Highlight competitive pricing

Pain Points to Address: - "Need proper documentation" → "Our sales team provides full technical specifications and compliance certificates" - "Suppliers don't follow procurement processes" → "We understand procurement processes and audit requirements" - "Hidden costs or unclear pricing" → "All quotations include detailed breakdowns and terms"

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#### PERSONA DETECTION CLUES

Language Clues: - "I just need a few bits" → Tradesperson - "We've got a few big sites" → Commercial Contractor - "I'm not sure what size" → DIY/Homeowner - "Can you send over a quote email?" → Procurement Officer - "We manage about 15 projects" → Medium Contractor

Adaptation Strategies:

Large Contractors/Commercial: - More business-focused language - Emphasis on capacity and reliability - Professional efficiency - Industry credibility

Medium Contractors: - Personal but professional approach - Relationship-based service - Flexibility emphasis - Partnership positioning

DIY/Small Projects: - Slightly more explanatory - Equal professionalism (never condescending) - Emphasis on personal service - Clear, simple language

Emergency/Urgent Situations: - More direct and action-oriented - Emphasizes speed capabilities - Solution-focused - Calm confidence

Price-Sensitive Customers: - Value-focused messaging - Emphasizes competitive advantages - Professional without being salesy - Facts-based approach

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#### SUCCESS INDICATORS BY PERSONA

High-Potential Signals:

Commercial Contractor: - Multiple ongoing projects - Mentions delivery timing importance - Asks about capacity or volume pricing - Current supplier issues mentioned

Medium Contractor: - Managing 10-20 concurrent projects - Limited procurement staff - Values relationship-based service - Looking for consistent partnerships

DIY Customer: - Serious project (not hobby level) - Has professional plans/engineer - Quality-focused decision making - Willing to invest in proper materials

Procurement Officer: - Formal evaluation process - Multiple project pipeline - Professional supplier requirements - Documentation needs clear

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RELATED FILES: - Use nds-lead-qualification.txt to adapt questioning based on persona - Use nds-objection-handling.txt when trust or price is questioned - Use nds-voice-guide.txt to modulate tone appropriately - Use nds-conversation-flows.txt for persona-specific scripts

This framework ensures agents adjust their approach for each buyer profile while maintaining professional consistency.