

NextDaySteel Customer Personas

NextDaySteel Customer Personas & Context

Understanding Who We Call and How to Approach Them

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PRIMARY CUSTOMER PERSONAS

PERSONA 1: COMMERCIAL CONTRACTOR

Profile: Large construction companies, site managers, procurement officers

Characteristics:

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

Pain Points:

- Delivery delays cost money and reputation
- Suppliers who don't understand urgency
- Having to chase suppliers for updates
- Unreliable quality or service
- Minimum order requirements for small jobs

Buying Triggers:

- Project deadlines approaching
- Current supplier let them down
- Price increases from existing suppliers
- New project tender requirements
- Seasonal demand fluctuations

Communication Preferences:

- Quick, efficient conversations

- Professional language and industry terminology
- Specific commitments with dates and times
- Email follow-up with detailed information
- Direct contact numbers for urgent issues

How to Approach:

- Lead with delivery reliability and speed
- Emphasize capacity for large orders
- Mention industry experience
- Offer specific timeline commitments
- Focus on business efficiency benefits

Agent Script Adaptation:

- "We supply major contractors like Kier Group and Balfour Beatty with guaranteed next-day delivery for urgent gap-fill orders..."
- "Our sales team understands construction deadlines..."
- "I can arrange priority contact details for urgent orders..."

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PERSONA 2: MEDIUM CONTRACTOR

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

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
- Employs many people but maintains personal approach
- Balance between efficiency and relationship-building

Pain Points:

- Caught between small builder challenges and corporate demands
- Limited procurement resources for multiple projects
- Need professional service without corporate red tape

- Balancing cost control with quality requirements
- Managing multiple project timelines with limited staff

Buying Triggers:

- Multiple project material coordination
- Seasonal workload fluctuations
- Finding reliable suppliers for consistent supply
- Cost optimization across project portfolio
- Streamlining procurement processes

Communication Preferences:

- Personal but professional approach
- Relationship-based service
- Direct contact with decision makers
- Flexible service arrangements
- Warm, family business feeling

How to Approach:

- 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

Agent Script Adaptation:

- "We work with medium-sized contractors who value both professional service and personal relationships..."
- "Our team understands managing multiple projects with limited procurement resources..."
- "We provide consistent pricing and service across all your projects..."

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PERSONA 3: DIY ENTHUSIAST/HOMEOWNER

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

Characteristics:

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

Pain Points:

- Suppliers who won't deal with "non-trade"
- Feeling intimidated by industry jargon
- Uncertainty about quantities needed
- Minimum orders too large for projects
- Getting proper technical specifications

Buying Triggers:

- Home improvement projects
- Planning permission approved
- Seasonal building weather
- DIY project inspiration
- Cost savings vs hiring contractors

Communication Preferences:

- Patient, educational approach
- Clear explanations without jargon
- Written follow-up for reference
- Multiple contact methods
- Reassurance about service level

How to Approach:

- 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

Agent Script Adaptation:

- "We serve everyone from major contractors to homeowners doing their own projects..."
- "Our technical team can help with specifications once you have your engineer's plans..."
- "No project too small - we're here to help..."

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PERSONA 4: PROCUREMENT OFFICER

Profile: Corporate buyers, purchasing departments, quantity surveyors

Characteristics:

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

Pain Points:

- Suppliers who don't follow procurement processes
- Lack of proper documentation
- Hidden costs or unclear pricing
- Unreliable delivery commitments
- Poor communication with internal teams

Buying Triggers:

- Tender processes
- Annual supplier reviews
- Cost reduction initiatives
- New project requirements
- Supply chain optimization

Communication Preferences:

- Professional, structured approach
- Detailed written documentation
- Clear pricing and terms

- Formal quotation processes
- Regular status updates

How to Approach:

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

Agent Script Adaptation:

- "Our sales team provides detailed written quotations with full specifications..."
- "We understand procurement processes and can provide all necessary documentation..."
- "Our competitive pricing includes transparent delivery costs..."

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PERSONA 5: MAINTENANCE MANAGER

Profile: Facilities management, maintenance departments, property management

Characteristics:

- Ongoing maintenance responsibilities
- Emergency repair situations
- Budget constraints but quality needs
- Multiple property/site management
- Relationship with various contractors

Pain Points:

- Emergency supply situations
- Contractors with varying supplier preferences
- Budget approval processes
- Quality control across multiple sites
- Supplier reliability for urgent needs

Buying Triggers:

- Emergency repairs

- Planned maintenance schedules

- Contractor requests

- Budget cycle timing

- Compliance requirements

Communication Preferences:

- Responsive to urgent needs

- Clear availability information

- Flexible service options

- Good contractor network

- Reliable emergency contact

How to Approach:

- Emphasize emergency delivery capabilities

- Mention same-day options

- Focus on reliability for urgent needs

- Offer flexible ordering options

- Highlight contractor relationships

Agent Script Adaptation:

- "We offer same-day delivery for emergency requirements..."

- "Many facilities managers use us for reliable urgent supply..."

- "Our sales team understands maintenance priorities..."

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CONTEXT ADAPTATION GUIDELINES

Project Type Contexts

RESIDENTIAL PROJECTS:

- Single homes, extensions, renovations

- Smaller quantities, personal stakes high

- Timeline flexibility often available

- Quality and appearance important

- Budget-conscious but value-driven

COMMERCIAL PROJECTS:

- Office buildings, retail, industrial
- Larger quantities, professional stakes
- Tight deadlines, penalty clauses
- Specification compliance critical
- Cost efficiency paramount

INFRASTRUCTURE PROJECTS:

- Roads, bridges, public works
- Very large quantities, long timelines
- Strict specifications and standards
- Procurement processes complex
- Quality and compliance essential

EMERGENCY/REPAIR WORK:

- Urgent timeline requirements
- Standard specifications usually
- Premium pricing acceptance
- Immediate availability critical
- Minimal documentation needs

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Seasonal Context Awareness

SPRING (March-May):

- Project season starting
- Planning and preparation phase
- Material ordering increasing
- Weather window opening
- Budget year beginnings

SUMMER (June-August):

- Peak construction season
- Maximum activity levels

- Supply chain pressure
- Urgent delivery needs
- Holiday period challenges

AUTUMN (September-November):

- Project completion rush
- Weather window closing
- Budget year-end spending
- Final delivery pushes
- Planning next year projects

WINTER (December-February):

- Reduced activity levels
- Planning and specification
- Budget preparation
- Emergency works only
- Supplier relationship building

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CONVERSATION ADAPTATION BY PERSONA

Opening Approach Variations

Commercial Contractor:

"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?"

Medium Contractor:

"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?"

DIY/Homeowner:

"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?"

Procurement Officer:

"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?"

Maintenance Manager:

"Hi [Name], this is [Agent] from NextDaySteel. We offer same-day and next-day delivery for maintenance and emergency requirements. Do you ever need steel reinforcement materials for your properties or facilities?"

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Qualifying Questions by Persona

Commercial Contractor:

- "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?"

Medium Contractor:

- "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?"

DIY/Homeowner:

- "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?"

Procurement Officer:

- "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?"

Maintenance Manager:

- "Do you handle multiple properties or sites?"

- "How often do emergency material needs come up?"
- "Do you work with preferred contractor lists?"
- "What's your typical approval process for urgent orders?"

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PAIN POINT SOLUTIONS BY PERSONA

Addressing Key Concerns

"Managing multiple projects is complex" (Medium Contractor):

- "We provide consistent pricing and service across all your projects"
- "Our sales team can coordinate deliveries for multiple sites"
- "We understand the challenges of managing procurement for 10-20 projects"

"Delivery delays cost us money" (Commercial Contractor):

- "We guarantee next-day delivery to mainland UK"
- "Our delivery commitments include specific time windows"
- "We understand construction deadlines and penalty clauses"

"I don't understand all the technical stuff" (DIY):

- "Our technical team explains everything in plain English"
- "Your engineer will provide the specifications - we make sure you get exactly what's needed"
- "We're here to help guide you through the process"

"We need proper documentation" (Procurement):

- "Our sales team provides full technical specifications and compliance certificates"
- "We understand procurement processes and audit requirements"
- "All quotations include detailed breakdowns and terms"

"Emergency situations happen" (Maintenance):

- "We offer same-day delivery within 30 miles of London"
- "Emergency contact numbers available for urgent situations"
- "Stock availability checked in real-time"

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SUCCESS INDICATORS BY PERSONA

Recognizing Good Fit Customers

High-Potential Commercial Contractor:

- Multiple ongoing projects
- Mentions delivery timing importance
- Asks about capacity or volume pricing
- Current supplier issues mentioned
- Professional procurement process

High-Potential Medium Contractor:

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

High-Potential DIY Customer:

- Serious project (not hobby level)
- Has professional plans/engineer
- Timeline flexibility available
- Quality-focused decision making
- Willing to invest in proper materials

High-Potential Procurement Officer:

- Formal evaluation process
- Multiple project pipeline
- Cost optimization mandate
- Professional supplier requirements
- Documentation needs clear

High-Potential Maintenance Manager:

- Multiple properties/sites
- Regular maintenance programs
- Emergency capability needs
- Contractor coordination responsibilities

- Budget authority or influence

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This persona framework enables AI agents to quickly identify customer types and adapt their approach for maximum effectiveness while maintaining the NextDaySteel brand personality and compliance requirements.