

EVERY DIAL COUNTS.
ONLY THE BOLD RISE.

neighborly



THE
DIAL GAMES

JUNK**KING**[®]

CALL BLITZ PLAYBOOK

2026

Let the Games begin.

As we head into 2026 with renewed focus and determination, it's time to step up our performance and drive strong customer growth across the brand. Maintaining a healthy customer count and increasing year-over-year results will require every team to bring their best effort.

Call blitzes remain one of the most effective ways to create quick momentum and convert leads into revenue. With a focused burst of outreach, your team can re-engage warm and cold leads, reach out to past customers, and follow up on open estimates that are ready to move forward. Your POS is full of opportunity, waiting for someone bold enough to claim it.

This year, we introduce The Dial Games, where every dial counts and only the bold rise. This challenge is designed to spark healthy competition, inspire action, and build high energy across the System. Beyond generating revenue, these events unite teams, boost morale, and strengthen a shared sense of purpose.

Gather your team. Set your strategy. Step into the arena ready to compete.



The Dial Games Command Center

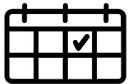
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<https://www.NeighborlyBrands.com/Call-Blitz/>



Call Blitz Dates

We've designated a total of 6 Call Blitz dates to help you organize, set time aside and focus your efforts for maximum impact, however qualifying entries towards winning a contest prize can occur anytime beginning **March 12 to May 30, 2026**, by 5pm local time. Don't miss your chance to claim victory and check out the prizes at the end of this playbook, **with Neighborly awarding more than \$200,000 in prizes!**



Mark your Calendar!

- March 12, 2026
- March 26, 2026
- April 9, 2026
- April 23, 2026
- May 7, 2026
- May 21, 2026

Contest ends May 30, 2026, at 5 p.m. local time.

What is a Qualifying Entry?

Qualifying entries towards winning a contest prize can occur anytime beginning **March 12 to May 30, 2026**, by 5pm local time.

Our Call Blitz counts a qualifying entry as:

A past customer who is reactivated	or	An unconverted prospect	or	A past or recent estimate
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↳ who books an appointment or another service as a result of your outreach.

Each individual customer record counts as one entry.

Submit Your Entries

Simply scan the QR code with your phone or copy and paste the form URL in your browser.

Bookmark the link to make weekly submissions fast and seamless.



<https://neighborly.jotform.com/260474011491854>

Pro Tip: Submit your entries weekly instead of waiting until the end. This keeps your tracking accurate, reduces errors, and ensures nothing gets missed.





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THE
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GAMES**



**EVERY DIAL COUNTS.
ONLY THE BOLD RISE.**

Give Kudos!

We hope you will interact with us throughout the *Dial Games*!

Visit and bookmark this online “kudo board” below! It’s a great place to share exciting tips, customer reactions, and celebrations as you and your team grow your customer count!

Click the link or scan the QR code below to visit our dedicated Dial Games Call Blitz Kudo Board!



<https://neighborly.kudoboard.com/boards/N81M4Tp4/CallBlitz2026>

Setting Up Your Call Environment

Stepping into The Dial Games begins with preparation. A strong setup can determine how far you advance in the competition. Follow these best practices to create an environment that keeps you focused, energized, and ready to make every dial count.



Choose a Quiet, Distraction-Free Space

Find a location where you and your team can focus without interruptions. Minimize background noise and distractions to keep conversations professional and engaging.



Test Your Phone and Headset

Ensure your phone or headset is working properly before you start. Clear audio is key to keeping the conversation smooth and professional.



Keep Your Script and Offers Handy

Have your call scripts, voicemail scripts and offers details easily accessible so you can confidently guide the conversation and handle objections.



Prepare for Common Objections

Consider potential customer objections and have responses ready to address concerns effectively. Role play objections with your team ahead of time.



Have a Positive and Energetic Mindset

Your tone matters! Smile while you speak—it makes a difference in how you come across over the phone.



Celebrate the small wins along the way!

Visit our *Neighborly Call Blitz* kudo board and give your team shout outs and have your own kudo “whiteboard” in the office to provide encouragement and support!

Call Blitz Guidelines

In anticipation of the upcoming contest, please familiarize yourself with these guidelines and best practices around calling potential and existing customers. Ultimately, you are responsible for your compliance with all applicable laws during this contest and beyond. You cannot rely on us, a vendor or third party for compliance. If you fail to follow the law, your liability can be significant. Below are some key reminders:

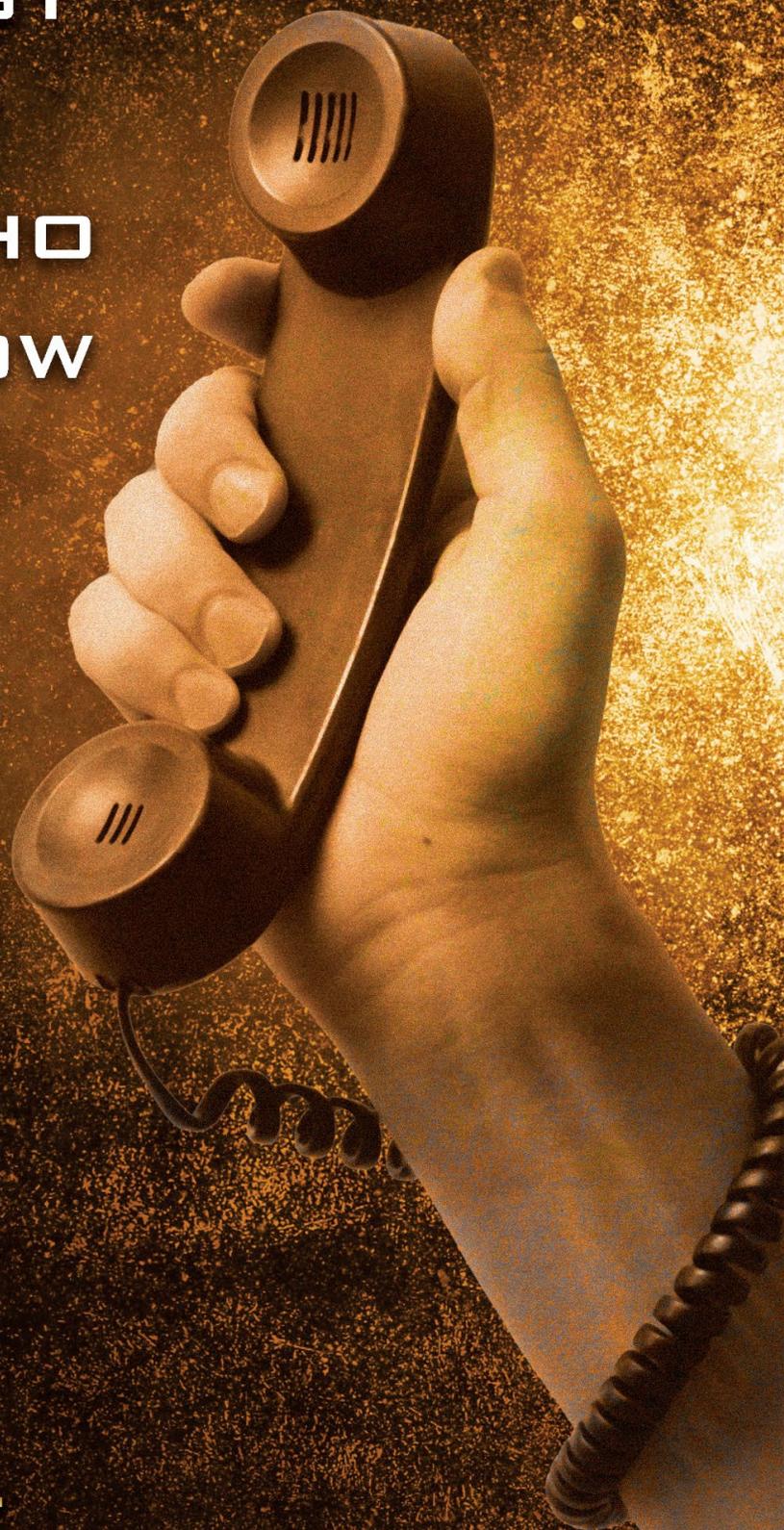
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone who has previously asked not to be contacted, even if they previously gave consent or had an established business relationship.
- Do NOT call numbers and expect the consumer to tell you they are on the DNC. The call is a violation if that consumer was on the DNC before you called them. Apologizing and ending the call does not avoid liability.
- Do NOT make any calls outside of reasonable business hours. This applies to the time zone of the person you are dialing, so if you are dialing to earlier time zones be aware and be considerate. You must never dial outside of the 8 a.m. to 9 p.m. time frame (in the call recipient's time zone).
- Do NOT use autodialers or robo-dialers to call or text cell phones unless you have express written consent from the recipient.
 - Best to assume all phone numbers are cell phone numbers (or are ported to cell phones).
- Do NOT send automated or pre-recorded messages to any phone number unless you have express written consent from the recipient.
- Do NOT text someone unless you have their express written consent and you must comply with TCPA, including instructions and the ability to opt-out.

Failure to comply with federal and state laws (which can be even more restrictive) governing the various methods used to contact consumers (i.e., calls, e-mails, texts, faxes) can lead to significant monetary penalties.



**YOUR HOTTEST
LEADS ARE
THE ONES WHO
ALREADY KNOW
YOU.**

**STOKE THE
FIRE AND
BRING THEM
BACK!**



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THE
**DIAL
GAMES**

Gather Your List

As an introduction to the next section, we are overviewing what defines the date and/or criteria for a past customer for our Brand. Also, we know your resources may be limited or your ability to target the entire past customer contact list may not be feasible, therefore we've outlined best practices and tips to ensure you contact the most important past customers in priority order.

Past Customer Definition

Past customers are defined as someone who has previously purchased a service.

Prioritization Criteria

Prioritize customers who:

Recent open estimates from the past 6 months

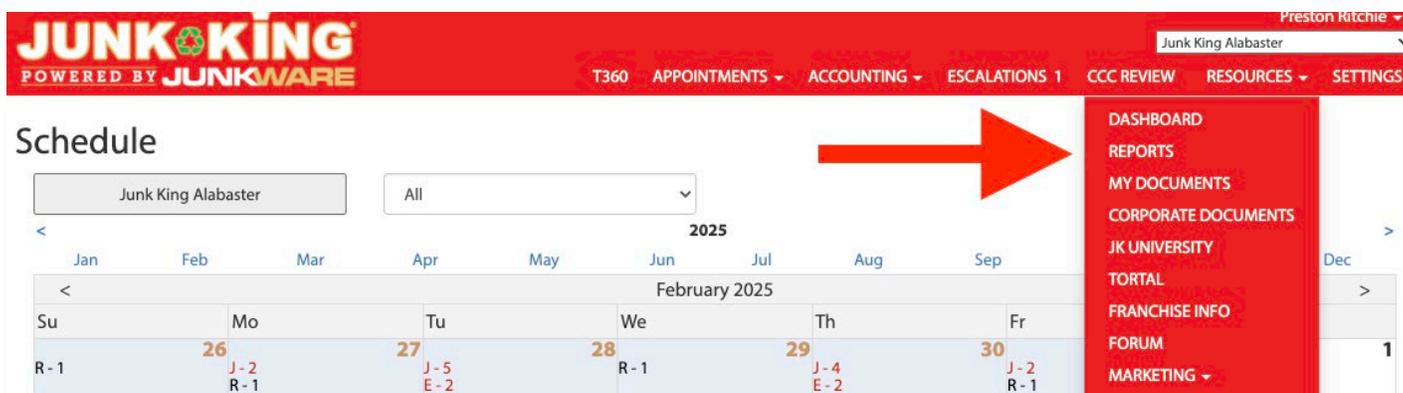
Past customers from the past 2 years

Gather Your List

Steps to Pull Your Past Customer Contacts

We have provided a detailed, easy step-by-step process for exporting past customer list from our Point-of-Sale (POS) system. If you have any questions as you follow the next few pages, please direct your questions to Julian Torres at Julian.Torres@nbly.com.

Step 1: Open JunkWare. Click **Resources** then select **Reports**.



The screenshot shows the JunkWare dashboard interface. At the top, there is a navigation bar with the Junk King logo and the text 'POWERED BY JUNKWARE'. To the right of the logo, there are several menu items: T360, APPOINTMENTS, ACCOUNTING, ESCALATIONS 1, CCC REVIEW, RESOURCES, and SETTINGS. The 'RESOURCES' menu is expanded, showing a list of options: DASHBOARD, REPORTS, MY DOCUMENTS, CORPORATE DOCUMENTS, JK UNIVERSITY, TORTAL, FRANCHISE INFO, FORUM, and MARKETING. A red arrow points to the 'REPORTS' option in the expanded menu. Below the navigation bar, there is a 'Schedule' section with a calendar view for February 2025. The calendar shows dates from Sunday to Friday, with various events marked. A red arrow points from the 'REPORTS' menu item to the 'Schedule' section.

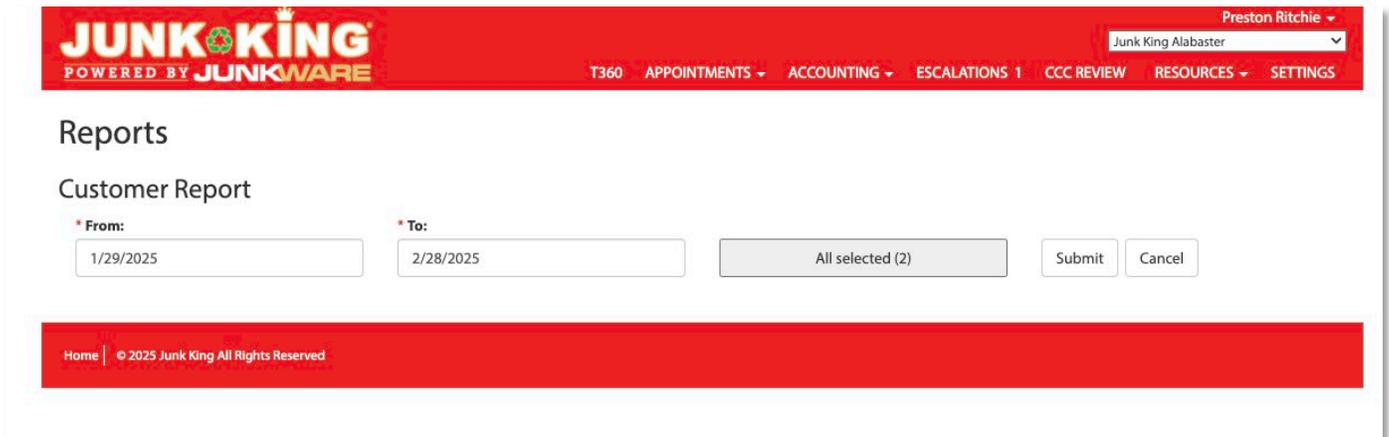
Step 2: Select **Customer Report**



The screenshot shows the 'Reports' menu in the JunkWare dashboard. The menu is titled 'Reports' and lists several options: Appointment Report, National Accounts Report, Customer Report, How Heard Report, Driver Report, Audit Report, Snapshot Report, Revenue Report, Timesheet Report, Truck Record Report, Unclosed Estimate Details Report, and Dumpster Terms & Conditions. A red arrow points to the 'Customer Report' option.

Gather Your List

Step 3: Enter Date Range selecting all territories (if applicable) then click **Submit**. A CSV will be in your downloads folder.



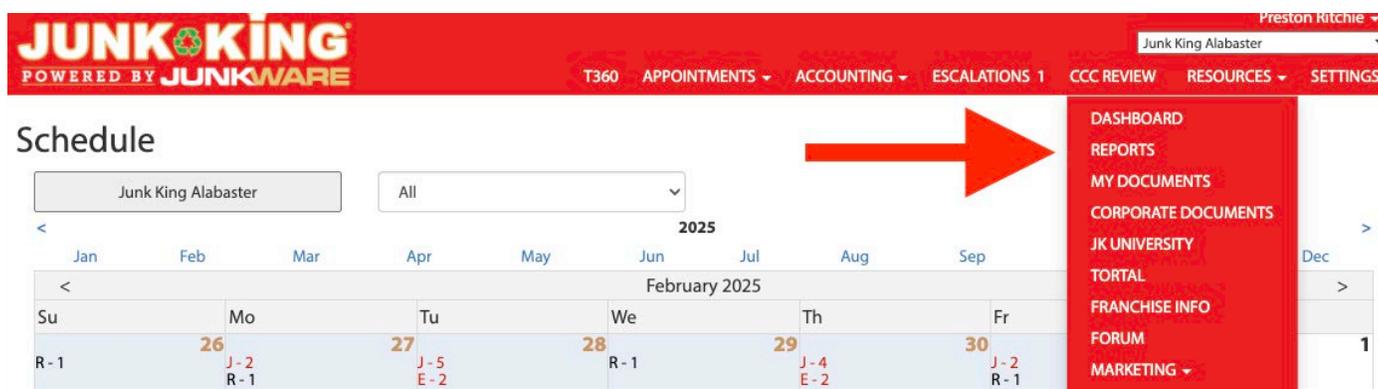
The screenshot shows the 'JUNK KING' software interface. The top navigation bar is red and contains the logo 'JUNK KING POWERED BY JUNKWARE' on the left, and a list of menu items: 'T360', 'APPOINTMENTS', 'ACCOUNTING', 'ESCALATIONS 1', 'CCC REVIEW', 'RESOURCES', and 'SETTINGS'. On the right side of the navigation bar, the user's name 'Preston Ritchie' is displayed with a dropdown arrow, and a dropdown menu is open showing 'Junk King Alabaster'. Below the navigation bar, the page title is 'Reports', and the sub-section is 'Customer Report'. There are two date input fields: 'From:' with the value '1/29/2025' and 'To:' with the value '2/28/2025'. To the right of these fields is a button labeled 'All selected (2)'. Further right are two buttons: 'Submit' and 'Cancel'. At the bottom of the page, there is a red footer bar with the text 'Home | © 2025 Junk King All Rights Reserved'.

Gather Your List

Steps to Pull Your Past Customer Contacts

We have provided a detailed, easy step-by-step process for exporting past customer list from our Point-of-Sale (POS) system. If you have any questions as you follow the next few pages, please direct your questions to Julian Torres at Julian.Torres@nbly.com.

Step 1: Open JunkWare. Click **Resources** then select **Reports**.



The screenshot shows the JunkWare dashboard interface. At the top, there is a red navigation bar with the 'JUNK KING' logo and 'POWERED BY JUNKWARE' text. The user's name 'Preston Ritchie' is in the top right corner. Below the navigation bar, there are several menu items: 'T360', 'APPOINTMENTS', 'ACCOUNTING', 'ESCALATIONS 1', 'CCC REVIEW', 'RESOURCES', and 'SETTINGS'. The 'RESOURCES' menu is open, showing a list of options: 'DASHBOARD', 'REPORTS', 'MY DOCUMENTS', 'CORPORATE DOCUMENTS', 'JK UNIVERSITY', 'TORTAL', 'FRANCHISE INFO', 'FORUM', and 'MARKETING'. A red arrow points from the 'RESOURCES' menu item to the 'REPORTS' option. Below the navigation bar, there is a 'Schedule' section with a calendar view for February 2025. The calendar shows dates from Sunday to Friday, with some dates marked with 'J-2', 'J-5', 'J-4', and 'E-2'. A red arrow points from the 'REPORTS' option in the menu to the 'Schedule' section.

Step 2: Select **Unclosed Estimate Report**



The screenshot shows the 'Reports' section of the JunkWare dashboard. The 'JUNK KING' logo and 'POWERED BY JUNKWARE' text are at the top. Below the logo, the word 'Reports' is displayed. A list of report types is shown: 'Appointment Report', 'National Accounts Report', 'Customer Report', 'How Heard Report', 'Driver Report', 'Audit Report', 'Snapshot Report', 'Revenue Report', 'Timesheet Report', 'Truck Record Report', 'Unclosed Estimate Details Report', and 'Dumpster Terms & Conditions'. A red arrow points to the 'Unclosed Estimate Details Report' option.

Gather Your List

Step 3: Enter Date range selecting all territories (if applicable) then click **Submit**. A CSV will be in your downloads folder.

The screenshot shows the Junk King software interface. At the top is a red navigation bar with the Junk King logo (POWERED BY JUNKWARE) on the left and user information (Preston Ritchie) and a dropdown menu (Junk King Alabaster) on the right. Below the navigation bar are menu items: T360, APPOINTMENTS, ACCOUNTING, ESCALATIONS 1, CCC REVIEW, RESOURCES, and SETTINGS. The main content area is titled 'Reports' and contains the 'Unclosed Estimate Details Report' form. The form has two date input fields: 'From:' with the value '10/01/2024' and 'To:' with the value '2/28/2025'. To the right of these fields is a button labeled 'All selected (2)'. Further right are two buttons: 'Submit' and 'Cancel'. At the bottom of the interface is a red footer bar with the text 'Home | © 2025 Junk King All Rights Reserved'.

Call Scripts Ideas

We have provided you recommended outbound call script ideas with key messaging to be used during the *Call Blitz*. Your final script should be clear, compelling, and aligned with our brand voice. Consider including urgency, exclusivity, and personalization to offer the best chance of booking a new service or appointment.

Call Script 1: \$XX Single Appliance Removal

Owner/Representative: "Hello! This is [Your Name] from Junk King [City/Region]. How are you today?"

Pause for response.

Owner/Representative: "We're currently running a **special \$XX Single Appliance Removal promotion**, and I wanted to see if you have any unwanted appliances or items you'd like removed. This is a great opportunity to clear out some space at an affordable price!"

Owner/Representative: "Our \$XX Appliance Removal covers picking up one appliance—for example, an old washer, dryer, or fridge—so you don't have to worry about hauling it yourself. It's a fantastic deal if you want to clear out any unwanted or outdated appliances."

Owner/Representative: "Do you have a particular appliance at home that you've been meaning to get rid of? Sometimes we all have that one thing just collecting dust—this offer is perfect for that."

Pause and listen to any questions or comments.



Call Scripts Ideas

Owner/Representative: “We make pickup quick and easy. Our crew will come out, carefully remove the item, and take it off your hands. Would you like to schedule a time, or would you prefer more information first?”

If Yes: “Great! Let’s look at the schedule. What day or time usually works best for you?”

If Not Right Now: “No problem at all. If you change your mind or know someone who could use this service, feel free to give us a call or pass along our information.”

Owner/Representative: “Thanks for taking the time to chat with me today. We appreciate the chance to help you clear out those unwanted items. Have a great day, and I hope we can help you soon!”

Call Scripts Ideas

Call Script 2: \$XX Junk Removal

Owner/Representative: "Hi, this is [Your Name] from Junk King [City/Region]. How are you doing today?"

Pause for response.

Owner/Representative: "I wanted to let you know about our \$XX Junk Removal Special! If you have clutter, a bulky item, or any junk you need gone, we make the process quick and hassle-free. Let me know if you'd like more details or want to schedule a pickup!"

Owner/Representative: "Starting at just \$XX, we'll come out and remove your unwanted items. We handle the lifting, hauling, and disposal for you, so it's quick and easy to clear out any space in your home or garage."

Pause briefly to gauge interest.

Owner/Representative: "Do you currently have any items taking up space that you've been thinking of removing? This could be old furniture, a broken appliance, or just about any other household junk."

Encourage the customer to describe what they might want gone. Listen attentively.

Call Scripts Ideas

Owner/Representative: “That sounds like something we can definitely help with! Would you like to schedule a pickup? We can work around your schedule and pick a convenient day and time.”

If Yes: “Perfect! Let's find a time that works best for you. We'll arrive on time, handle everything, and get you back to a clutter-free space!”

If Not Right Now: “No worries at all. If you change your mind or know someone else looking for fast, affordable junk removal, feel free to pass on our name or give us a call back.”

Owner/Representative: “Thank you so much for your time today. We're here to make junk removal easy and affordable, and we'd love the chance to help you out. Have a great day, and we look forward to speaking with you again soon!”

Call Scripts Ideas

Call Script 3: \$XXX Full Truck – Commercial Only

Owner/Representative: “Hello, this is [Your Name] from Junk King [City/Region]. May I speak with the person in charge of maintenance or facility management?”

If transferred or already speaking with them, continue.

Owner/Representative: “[Contact’s Name], thanks for taking my call. I hope you’re doing well today.”

Owner/Representative: “I’m reaching out to share our \$XXX Full Truck promotion, exclusively for commercial clients. We can clear out unwanted items or general clutter so you can keep your property organized and efficient.”

Owner/Representative: “Our team handles all the lifting and hauling, letting you and your staff focus on business. It’s quick, easy, and we strive to recycle or donate whenever possible.”

Owner/Representative: “Would you be interested in taking advantage of this offer? It’s a great opportunity to streamline your workspace.”

Pause to listen, answer questions, and gauge interest.

Call Scripts Ideas

Owner/Representative: "I'd be happy to help you schedule a pickup at a convenient time. What day or time typically works best for you?"

If Yes: "Great! Let's confirm your location and finalize the date and time."

If Not Right Now: "No worries. I can send you a quick email with more information, and you can reach out whenever you're ready."

Owner/Representative: "Thank you for your time, [Contact's Name]. We appreciate the chance to assist you and look forward to working with you soon. Have a great day!"

Voicemail Script Ideas

We have provided recommended voicemail script that can be used during the *Call Blitz*. Your final script should be clear, compelling, and aligned with our brand voice. Including urgency, exclusivity, and personalization will ultimately increase response rates.

Voicemail Script 1: \$XX Junk Removal

“Hi [Prospect’s Name, if known], this is [Your Name] from Junk King [City/Region]. I hope you’re doing well!

I’m giving you a quick call to let you know that starting at just \$XX, we’ll come out and remove any of your unwanted items. It’s a simple, affordable way to clear out any unwanted items or clutter you’ve been meaning to get rid of.

If you’d like to learn more or schedule a pickup, just give me a call back at [Phone Number]. I’d be happy to help you find a convenient time.

Thanks for listening, and I hope to speak with you soon. Have a great day!”

Voicemail Script 2: \$XX Single Item Removal

“Hi [Prospect’s Name, if known], this is [Your Name] with Junk King [City/Region]. I hope you’re doing well!

I’m reaching out because we have a special \$XX Single Appliance Removal offer that might help you clear out any old appliance or bulky item you no longer need.

If this sounds useful for you—or if you have any questions—please give me a call back at [Phone Number] or just reply to this number.

Thank you so much, and I look forward to hearing from you. Have a wonderful day!”



Voicemail Script Ideas

Voicemail Script 3: \$XXX Full Truck – Commercial Only

“Hi [Prospect's Name, if known], this is [Your Name] from Junk King [City/Region]. I hope you're doing well!

I'm calling to let you know about our \$XXX Full Truck promotion, exclusively for commercial clients. It's a convenient way to clear out unwanted items or general clutter from your property or business.

If you'd like to schedule a pickup or get more information, please call me back at [Phone Number]. We'd love to help make your space more efficient.

Thank you for your time, and I look forward to hearing from you. Have a great day!”

Local Offer Ideas

We highly recommend you have local offers to entice past customers to book another service or project! Keep in mind when winning back a past customer, you don't have the cost of acquiring them, therefore based on the type of project or service, an offer may just put more appointments on the board!

Consider making a more competitive offer than you would for new customers, as a first service after win back strategy.

Offer 1: \$XX Single Item Removal

Disclaimer: Select Junk King Franchises offer customers \$XX. Junk Removal for a single residential appliance (does not include subzero refrigerators or hot tubs). No cash value. Cannot be combined with any other promotion and may only be claimed once per household. The offer is only applicable towards the removal of any single residential appliance. Not applicable to already completed jobs.

Offer 2: \$XX Junk Removal

Disclaimer: Select Junk King Franchises offers full-service junk hauling starting at \$XX. No cash value. Cannot be combined with any other promotion and may only be claimed once per household. Not applicable to already completed jobs.

Offer 3: \$XXX Full Truck – Commercial Only

Disclaimer: Select Junk King Franchises offers \$XXX off a full truck. No cash value. Cannot be combined with any other promotion and may only be claimed once per customer. Not applicable to already completed jobs.

Local Incentive Ideas

Boost the stakes with local office prizes! A touch of friendly competition is a powerful way to keep your team engaged, motivated, and sharply focused on **growing overall customers**.

Prize Ideas for the Bold

- ★ **Cash Bonus** – A little extra \$ never hurt anyone!
- ★ **Extra PTO** – Let the winner take time off.
- ★ **Gift Cards** – Coffee, lunch, or a gas card.
- ★ **Team Lunch** – Celebrate with a meal!
- ★ **Trophy or Championship Belt** – Give the winner bragging rights with a fun, rotating prize.
- ★ **Company Swag** – Branded gear, tumblers, or even a comfy hoodie.
- ★ **Mystery Grab Bag** – Fill a bag with surprise goodies and let the winner choose blindly!

The stakes are high and the competition is intense—get your team ready to step up, compete boldly, **and win back those customers!**

Neighborly Prizes

Neighborly is excited to host our second *Call Blitz* campaign across 18 North American Brands! To support your efforts, and encourage a competitive spirit, we are pleased to offer numerous prizes across various revenue tiers to recognize and reward great effort! **Over \$200,000* in total prizes!**



First Place Prize

Local Marketing Investment to execute on local tactics in your market!



Second Place Prize

Ground Game materials to execute on local canvassing or other local community efforts in your market!



Third Place Prize

Customer appreciation gifts you can give to your most valued customers to earn more raving fans!

Revenue Tier	First Place	Second Place	Third Place
\$0 to \$500K	\$5,000	\$5,000	\$500
\$500K to \$1.5M	\$10,000	\$6,000	\$600
\$1.5M to \$3M	\$15,000	\$7,000	\$700
\$3M to \$6M	\$20,000	\$8,000	\$800
\$6M to \$10M	\$25,000	\$9,000	\$900
\$10M to \$25M	\$30,000	\$10,000	\$1,000
\$25M +	\$35,000	\$11,000	\$1,100

*If a winner is in Canada, prizes will be awarded in Canadian dollars, calculated based on the equivalent exchange rate in effect on the date of issuance.



If you need assistance at any point during the Call Blitz, please reach out to your Franchise Business Coach or your Local Performance Marketing Coach.

We're here to ensure your success!