

EVERY DIAL COUNTS.
ONLY THE BOLD RISE.

neighborly



THE
DIAL GAMES

Lawn Pride[®]

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

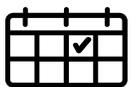
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

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



Call Blitz Date

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
------------------------------------	----	-------------------------	----	---------------------------

↳ 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.



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.



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>



neighborly

THE

**DIAL
GAMES**



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

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!**



neighborly
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:

A customer that received service from Lawn Pride previously and is now a status #6 and #7 which is a cancel status within our Real Green POS.

Prioritization Criteria

Prioritize customers who:

Contact all canceled customers that have received a Full Lawn Program, Partial Lawn Program or an Enhanced Lawn Program in the past.

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 Jason Russell at Jason.Russell@nbly.com or by phone at **(888) 383-8890**.

Step 1: Setting Up the Report For Calling Canceled Customers

Go to **Menu>Reports>Cancel Reports**, then select the **Program/Job Cancel Report**.

Program/Job Cancel Report

Branch: LARIN001 - Lawn Pride of Indianapolis - North

Programs & Special Jobs

Programs/Job:	All Programs EA1 - Emerald Ash Borer EA2 - Emerald Ash Borer EP - Estimate Program EST - Estimate FA - Fall Core Aeration FAC - Fire Ant Control	➡	➤	➤	➡	Selected Programs ELP - Enhanced Lawn Program FL - Lawn Program PL - Partial Lawn Program
---------------	--	---	---	---	---	--

Cancel Reason: 37 of 37 Cancel Reasons

Sold By: 175 of 175 Employees Selected

Zip Codes: 673 of 673 Zip Codes Selected

Customer Type: Both

Full Programs/Job Only: Both

Cancel Date: 02/01/2023-02/25/2025

Select for One Service Year Only

Report Type: Customer Details

Group By: Cancel Reason

Sort By: Cancel Reason

Route: 94 of 94 Routes Selected

Source Code: 49 of 49 Sources Selected

Cancelled By: 175 of 175 Employees Selected

Customer Status: 2 of 10 Statuses Selected

Program Status: 2 of 3 Statuses Selected

Sold Date: 02/01/2023-02/25/2025

Year: 2025

Only Customers With Printed Invoice

Page Break After Main Grouping

Summary Only

Grand Total Only

Setup Your List Criteria

Step 2: Make the following selections:

Program/Jobs: ELP, FL and PL Cancel Reason(s)

Route: All

Salesperson: All

Source: All

Zip codes: All

Cancelled Person: All

Customer Type: All

Customer Status: 6-7

Full Program/Jobs Only: Both

Program/Job Cancelled Status(s): 6 & 7

Cancel Date Range: All

Sold Date Range: All

Report Type: Customer Detail

Customer Details: Lists the customers that make up the cancels.

Select a **Group By** option:

No grouping

Group by Salesperson

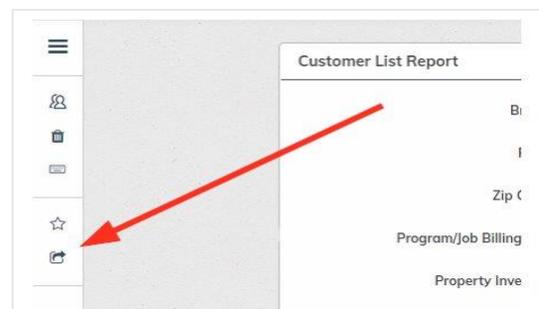
Group by Route, Group by Source, and Group by Cancel By

If needed, check **Summary Only**.

Summary Only still produces a separate page for each employee and subtotal but removes the customer detail.

Click **Preview** to review the report.

- Once satisfied with the preview of the report and the number of customers, click the **Actions** icon on the left-side menu.



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 Jason Russell at **Jason.Russell@nbly.com** or by phone at **(888) 383-8890**.

Step 1: Setting Up the Report Calling Rejected Estimates

Go to **Menu > Reports > Estimate Reports**, then select **Rejected Estimate Report**.

Rejected Estimate			
Branch: LAPIN001 - Lawn Pride of Indianapolis - North			
Programs & Special Jobs			
Programs/Jobs:	All Programs	»	Selected Programs
	AD - Anti-Desiccant	»	ELP - Enhanced Lawn Program
	AFP - Active Fungicide Program	»	EP - Estimate Program
	DPP - Deer Protection Program	»	FL - Lawn Program
	EA - Emerald Ash Borer Program	»	PL - Partial Lawn Program
	EA1 - Emerald Ash Borer	»	
	EA2 - Emerald Ash Borer	»	
Reject Reasons:	32 of 32 Reasons Selected	Estimate Given By:	176 of 176 Employees Selected
Reject Date:	02/01/2023-02/25/2025	Service Year:	3 of 30 Years Selected
Customer			
Customer Type:	Both	Sort By:	Customer Number
Main Group By:	Reject Reason	Sub Group By:	Ignore



Setup Your List Criteria

Step 2: Make the following selections:

Program/Jobs: ELP, EP, FL and PL Programs/Job(s)

Reject Reason: All

Reject Date: 2/1/23 - 2/28/26

Estimate Given By: All

Service Year: 2023/2024/2025

Customer Type: Both

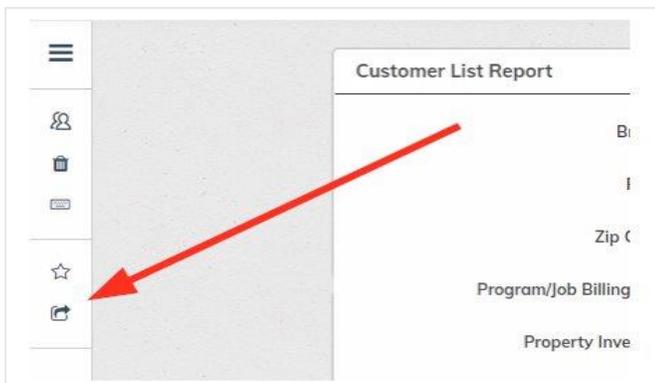
Main Group By: Reject Reason

Sort By: Customer Number

Select a **Group By** option: Ignore

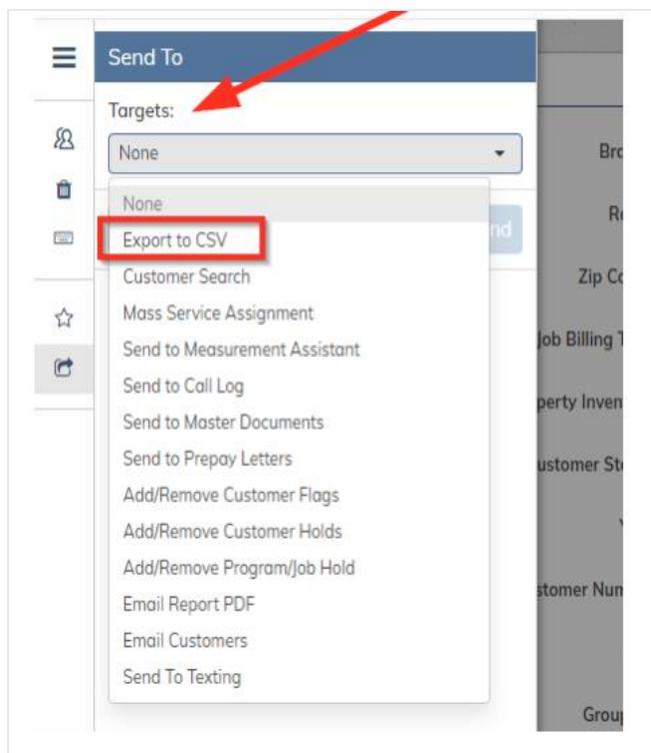
Click **Preview** to review the report.

Once satisfied with the preview of the report and the number of customers, click the **Actions** icon on the left-side menu.

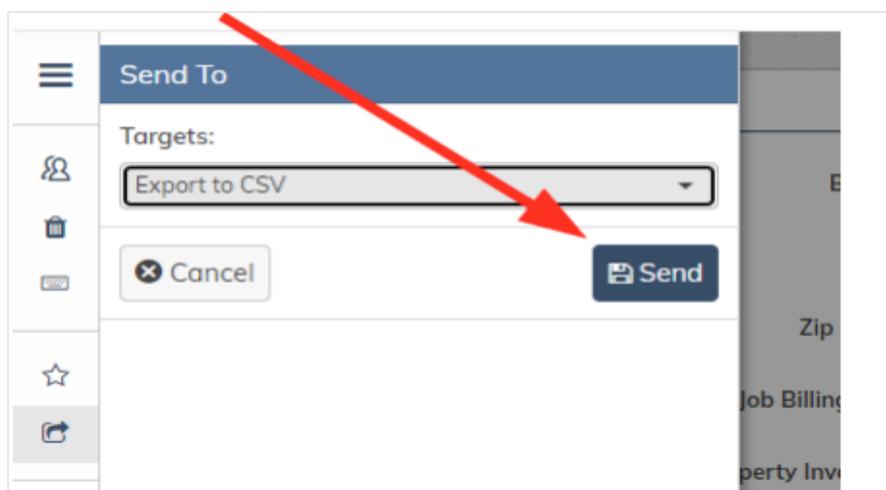


Download Your List

1. Change the Target from None to **Export to CSV**.



2. Click **Send**. This will download a CSV (comma-separated values) file to your computer



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.

Cancel Reversal Script 1

Greeting:

"Hello, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm reaching out because we previously provided lawn care services for you, and I noticed that you previously canceled your service. I wanted to follow up and see if there's anything we can do to assist you with your lawn care needs this year."

Ask About Their Lawn Care Needs:

"I know things can change from year to year, so I was wondering if you might be interested in resuming your service or if you have any new lawn care needs, we could help with?"

Address Their Previous Concerns (If Known):

"I understand you decided to cancel last year, and I'd be happy to discuss any concerns you had, or anything we can do to make our service better suited to your needs moving forward."

Special Offer (If Applicable):

"As a thank you for considering us again, we'd be happy to offer [MENTION ANY SPECIAL DISCOUNTS OR INCENTIVES] if you decide to sign up today."



Call Scripts Ideas

Cancel Reversal Script 1 (continued)

Win Them Back:

"I have your recommended service plan ready and can set you up today. Can I get your approval to win you back as a customer and get your services started?"

Final Check:

"Is there anything else you'd like to ask or any information you need before moving forward?"

Close:

"Thank you for taking the time to speak with me today. We look forward to [hearing from you] [working with you], and please reach out to us if you need anything. Have a great day!"

This script keeps things conversational and focuses on offering value while gently addressing the reason they canceled. If you know the reason for their cancellation, try to focus on how things have changed or improved.

Call Scripts Ideas

Rejected Estimate Script 1

Greeting:

Hello, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm reaching out because we previously provided a lawn care estimate to you. I wanted to follow up and see if there's anything we can do to assist you with your lawn care needs this year."

Ask About Their Lawn Care Needs:

"I know things can change from year to year, so I was wondering if you might be interested in starting service or if you have any new lawn care needs, we could help with?"

Address Their Previous Concerns (If Known):

"I understand you decided to go a different direction previously, and I'd be happy to discuss anything we can do to make our service better suited to your needs."

Special Offer (If Applicable):

"As a thank you for considering us , we'd be happy to offer [MENTION ANY SPECIAL DISCOUNTS OR INCENTIVES] if you decide to sign up today."

Win Their Business:

"I have your recommended service plan ready and can set you up today. Can I get your approval to get your services started?"



Call Scripts Ideas

Rejected Estimate Script 1 (continued)

Final Check:

"Is there anything else you'd like to ask or any information you need before moving forward?"

Close:

"Thank you for taking the time to speak with me today. We look forward to [hearing from you] [working with you], and please reach out to us if you need anything. Have a great day!"

This script keeps things conversational and focuses on offering value. If you know the reason why they didn't choose us, try to focus on how things have changed or improved.

Call Scripts Ideas

Cancel Reversal Script 2

Greeting:

"Hi, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm reaching out because we previously provided a lawncare estimate to you. I just wanted to follow up and see if there's anything we can do to help with your lawn care needs this year."

Ask About Their Lawn Care Needs:

"Since things often change from year to year, I was wondering if you'd be open to getting a new estimate, or if there's anything new you're looking for this season?"

Special Offer (If Applicable):

"To show our appreciation for considering us, we're offering [MENTION ANY SPECIAL DISCOUNTS OR INCENTIVES] if you decide to sign up."

Win Them Back:

"I have your recommended service plan ready and can set you up today. [PROVIDE PRICE per VISIT & OTHER PROGRAM DETAILS]. Can I get your approval to win you back as a customer and get your services started?"

Close:

"Thanks for your time, and we look forward to [hearing from you soon] [working with you]. Have a wonderful day!"

This version keeps it friendly, more concise, and emphasizes their changing needs while inviting a smooth conversation!

Call Scripts Ideas

Rejected Estimate Script 2

Greeting:

"Hi, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm reaching out because I noticed you previously canceled your lawn care service with us last year. I just wanted to follow up and see if there's anything we can do to help with your lawn care needs this year."

Ask About Their Lawn Care Needs:

"Since things often change from year to year, I was wondering if you'd be open to resuming services, or if there's anything new you're looking for this season?"

Address Their Previous Concerns (If Known):

"I understand you decided to previously cancel, and I'd be happy to discuss any concerns you had or how we can better meet your needs moving forward."

Special Offer (If Applicable):

"To show our appreciation for considering us again, we're offering [MENTION ANY SPECIAL DISCOUNTS OR INCENTIVES] if you decide to sign up."

Win Their Business:

"I have your recommended service plan ready and can set you up today. [PROVIDE PRICE per VISIT & OTHER PROGRAM DETAILS]. Can I get your approval to get your services started?"

Close:

"Thanks for your time, and we look forward to [hearing from you soon] [working with you]. Have a wonderful day!"

This version keeps it friendly, more concise, and emphasizes their changing needs while inviting a smooth conversation!



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.

Cancel Reversal Voicemail Script 1

"Hi, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm following up because you previously canceled your service, and I wanted to check if you might be interested in resuming your lawn care or if you have new needs we can help with.

We've made some great updates this year, including our enhanced program with more frequent visits and added benefits like [ADD DETAIL HERE].

If you have any questions or concerns, I'd love to chat. Call me back at [YOUR RING CENTRAL PHONE NUMBER] to discuss or schedule a consultation. Thanks, and I look forward to hearing from you!"

Rejected Estimate Voicemail Script 1

"Hi, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm following up because you requested an estimate from us in the past, and I wanted to check if you might be interested in receiving an estimate for lawn care services or if you have new needs we can help with.

We've made some great updates this year, including our enhanced program with more frequent visits and added benefits like [ADD DETAIL HERE].

If you have any questions or concerns, I'd love to chat. Call me back at [YOUR RING CENTRAL PHONE NUMBER] to discuss or schedule a consultation. Thanks, and I look forward to hearing from you!"



Voicemail Script Ideas

Cancel Reversal Voicemail Script 2

"Hi, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm reaching out because we noticed you previously canceled your service. I wanted to see if you'd be interested in resuming or if there's anything we can assist you with this year.

We've updated our services to include more frequent visits and added benefits like [ADD DETAIL HERE] to give you even more value.

Feel free to call me back at [YOUR RING CENTRAL PHONE NUMBER] if you'd like to chat or schedule a visit. Thanks, and I hope to hear from you soon!"

Rejected Estimate Voicemail Script 2

"Hi, this is [Your Name] from Lawn Pride, a Neighborly Company. I'm reaching out because you requested an estimate from us in the past. I wanted to see if you'd be interested in receiving an estimate for lawn care services or if there's anything we can assist you with this year.

We've updated our services to include more frequent visits and added benefits like [ADD DETAIL HERE] to give you even more value.

Feel free to call me back at [YOUR RING CENTRAL PHONE NUMBER] if you'd like to chat or schedule a visit. Thanks, and I hope to hear from you soon!"



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: First Application Free

Disclaimer: Offer good on lawns up to 8,000 sq. ft. Valid for returning customers who sign up for at least 5 applications with autopay. Pricing is subject to change based on property size.

Offer 2: 75% Off First Application

Disclaimer: Offer good on lawns up to 8,000 sq. ft. Valid for returning customers who sign up for at least 5 applications with autopay. Pricing is subject to change based on property size.

Offer 3: \$50.00 Off First Application

Disclaimer: N/A

Offer 4: 50% Off First Application

Disclaimer: Offer good on lawns up to 8,000 sq. ft. Valid for returning customers who sign up for at least 5 applications with autopay. Pricing is subject to change based on property size.

Offer 5: \$25.00 Off First Application

Disclaimer: N/A

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!**

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!