

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

**neighborly**



**THE  
DIAL GAMES**

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**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

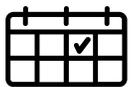
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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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# 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:

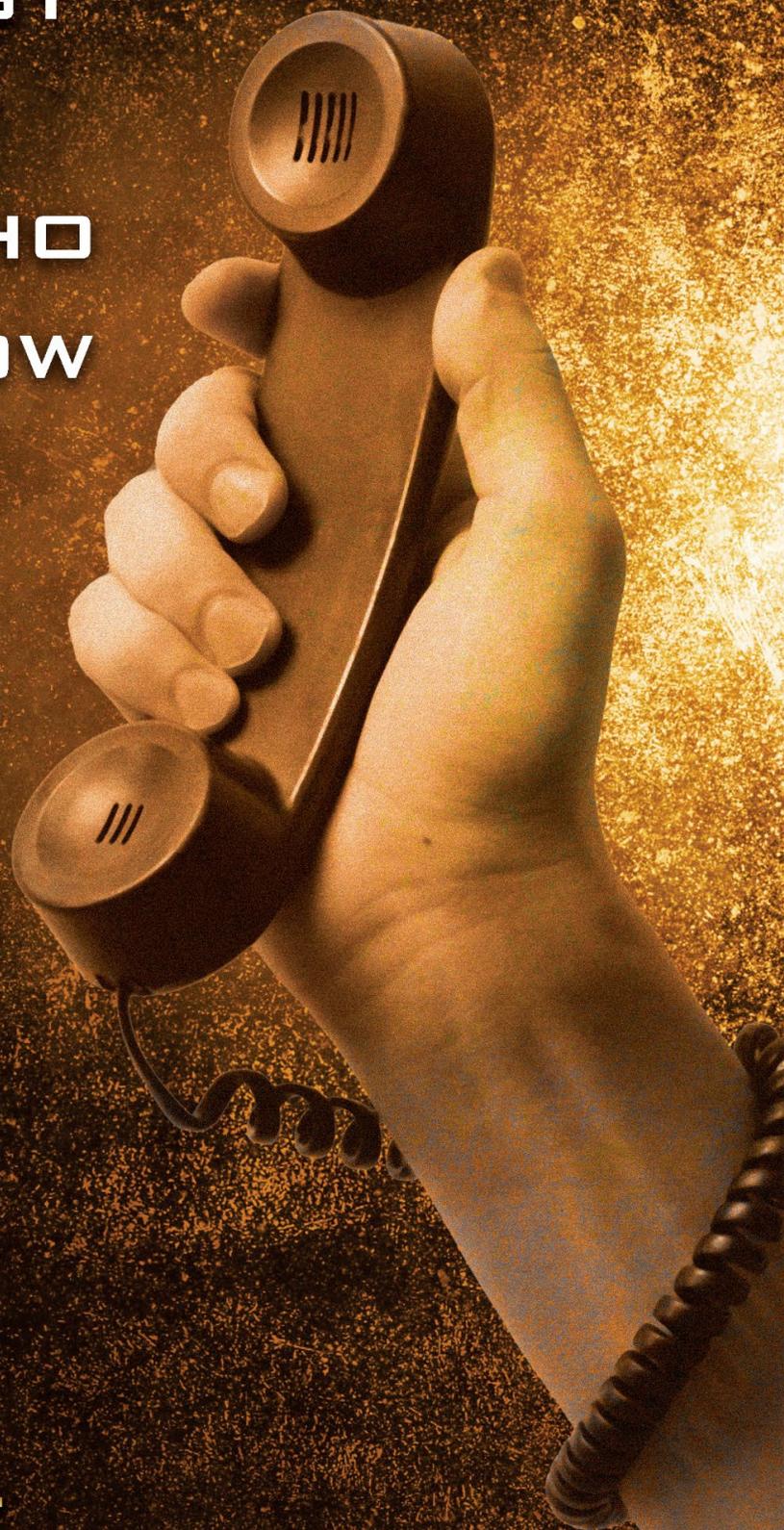
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone 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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# 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 property that had received service in the past yet has not yet committed to services in the current year.

## Prioritization Criteria

*Prioritize the following customers:*

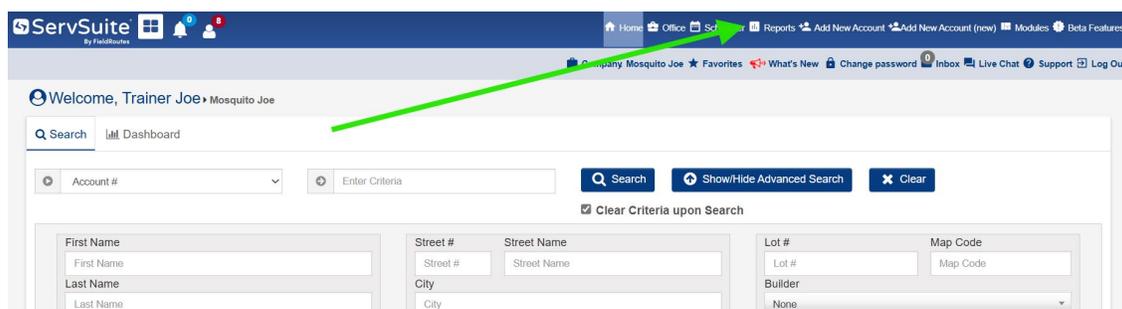
1. Recurring customers (3+ services) in the prior year (2024) and have not committed to service in the upcoming/current year (2025)
2. Have 1 or 2 services in the prior year (2024)
3. Was a recurring customer (3+ services) in the 2+ years ago (2023 or earlier), starting with the most recent year and going back in time

# Gather Your List

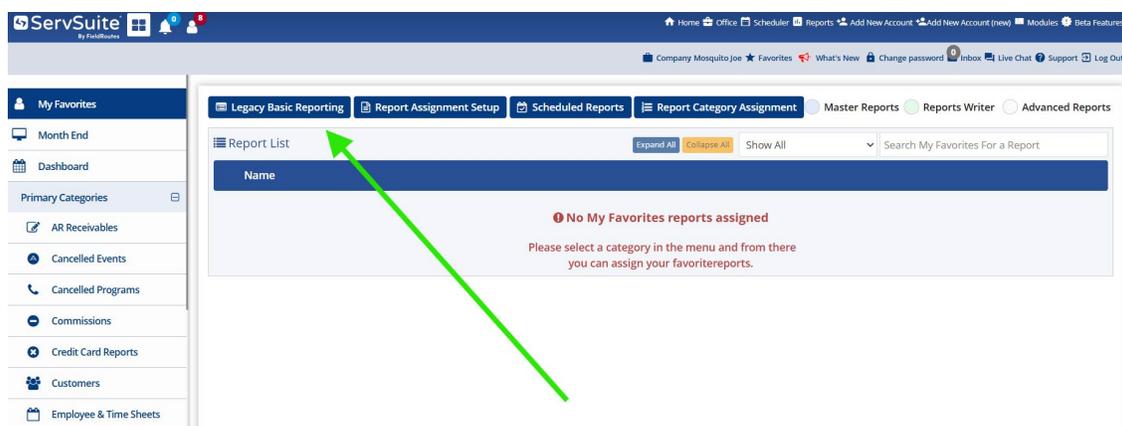
## Steps to Pull your Past Customer Contacts

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 your FBC at [MoJoOperations@nbly.com](mailto:MoJoOperations@nbly.com) or you may call them directly.

### Step 1: Log into **ServSuite** and navigate to **Reports**.

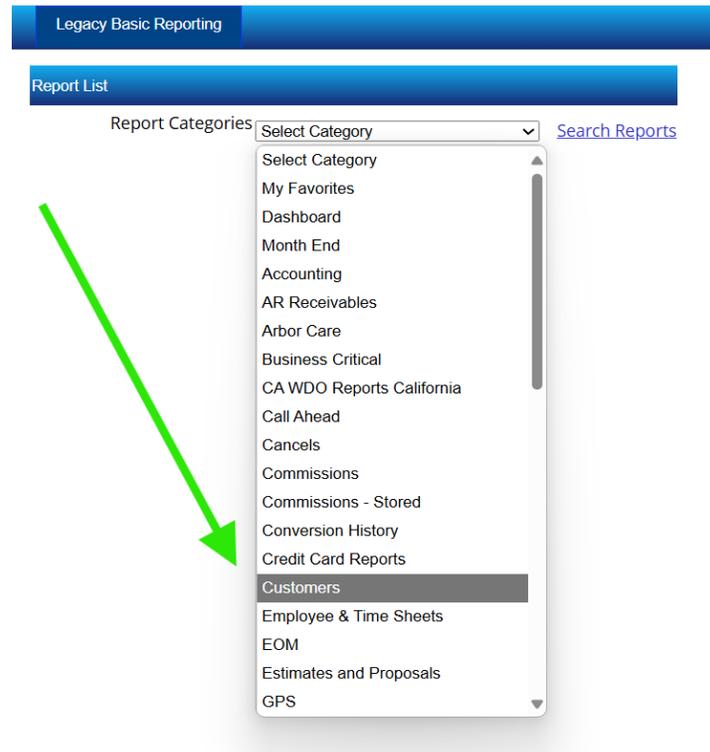


### Step 2: Select Legacy Basic Reporting.

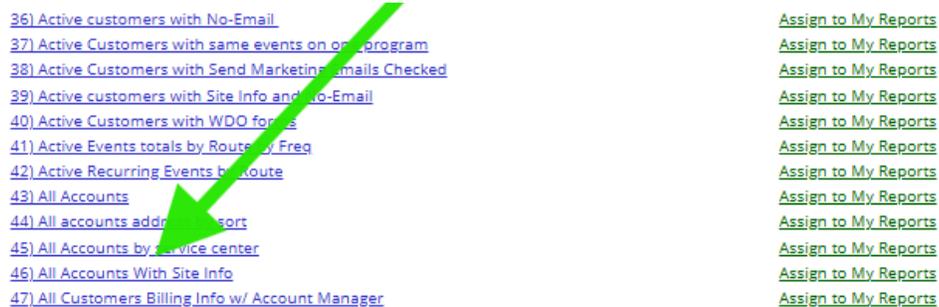


# Gather Your List

**Step 3:** Select the Customers category from the drop-down.



**Step 4:** Select report #46) All Accounts With Site Info.



# Gather Your List

**Step 5:** Select your **Service Center** and **Export to Excel**, then **Open Report**.

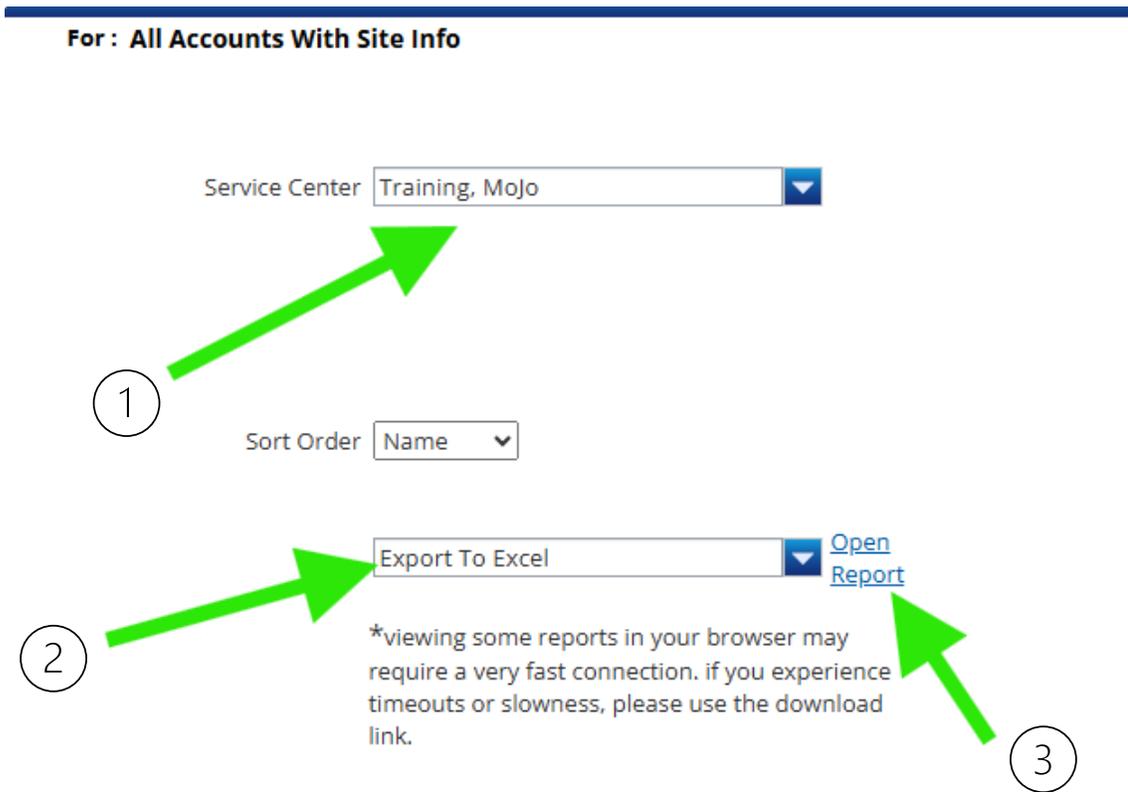
For: All Accounts With Site Info

Service Center Training, Mojo

Sort Order Name

Export To Excel [Open Report](#)

\*viewing some reports in your browser may require a very fast connection. if you experience timeouts or slowness, please use the download link.



**Step 6:** You will find the last date of service in column Y.

	T	U	V	W	X	Y	Z	AA	AB	A
enun sAddress	secondary	city1	state1	postal	code	lastservice	lastpayme	termname	taxtypename	
407-1815 W. Bu						5/25/2024	6/4/2024	9	Non Taxable	
309-15443 S Mit									Non Taxable	
640-12667 N 54t						6/4/2024	16/4/2024	9	Non Taxable	
726-12093 N Sur									Non Taxable	
726-12093 N Sur						12/11/2024			Non Taxable	
405-112011 S. A						5/4/2024	1		Non Taxable	

# Call Scripts Ideas

## MoJo Win-Em-Back Script

Hi [Customer's Name], this is [Your Name] from Mosquito Joe of [DBA]. We're back to make sure pests aren't making a comeback! How's everything going?

### **Acknowledge the Past Relationship**

Mosquito Joe has a high level of care for you, your family, pets and the environment, trained in the latest reduced-risk technologies and practices in the industry and because of that we have been recognized by the EPA for PESP Gold membership.

### **Respect Their Decision to Pause Service**

We completely understand that sometimes things change, or priorities shift. We just want to make sure that any pest issues you might have are still under control, or if you've run into anything new that we could assist with.

### **Offer New Solutions or Improvements**

We've made a few updates to our services with our Home Pest Defense service that can take care of pests year-round, and I think you might find them successful—whether it's preventing pests from coming back or dealing with any new ones that might've popped up since we last worked together.

### **Introduce an Incentive or Special Offer**

To make it easier for you to get back on track, I'd love to offer you a special [mention a discount, like 10% off] on your next treatment. It's our way of showing appreciation for your past business, and we'd be thrilled to take care of any new pest concerns you might have.

### **Reassure About Your Commitment to Quality**

Our goal is to make sure you're completely satisfied with our services that are supported by the Neighborly guarantee. We've got a dedicated team that's always focused on providing reliable, effective, and eco-friendly pest control solutions that work for you.

### **Ask for Next Steps**

If you're open to it, I'd be happy to schedule our tech to come out and begin service. We can arrange a time that works for you, no pressure at all.

### **Closing**

Thank you for taking the time to chat with me, [Customer's Name]. I really hope we can work together again. If you have any questions or want to get something scheduled, just let me know. Take care!



# Call Scripts Ideas

## Close the Deal! Script

Hi [Customer's Name], this is [Your Name] from Mosquito Joe of [DBA]. I hope you're doing well!

### Acknowledge the Past Interaction

I'm reaching out because we had connected a little while back about pest control services. Mosquito Joe has a high level of care for you, your family, pets and the environment, trained in the latest reduced-risk technologies and practices in the industry and because of that we have been recognized by the EPA for PESP Gold membership.

### Highlight Full Pest Control Services

We offer full pest control services to handle a wide range of pests, from mosquitoes and rodents to ants, spiders, and more. Whether you need help with ongoing prevention or addressing an existing problem, our Home Pest Defense is here to make sure your home stays pest-free all year long.

### Reassure and Address Possible Concerns

I understand how frustrating it can be to deal with pests like mosquitoes during the warmer months or have concerns about rodents sneaking into your home. We can take care of both immediate issues and provide long-term solutions to keep pests from returning.

### Offer a Solution or Service Update

Since we last spoke, we've expanded our services and now offer even more targeted treatments for a variety of pests. Whether it's treating your yard for mosquitoes, sealing up entry points for rodents, or conducting a full inspection to catch any potential problems before they escalate, we're here to help with all your pest control needs.

### Introduce Special Offer or Incentive

As a thank you for reconnecting with us, I'd like to offer you [mention any special discount]. It's a great way to get your home protected from pests like mosquitoes, fleas, and ticks as well as other common invaders.

### Confirm the Next Step

Would you like to schedule a start-up treatment to address all your pest control needs? We can find a time that works best for you.

### Closing

Thank you for your time today, [Customer's Name]. We'd love the opportunity to help protect your home and family from pests. If you have any questions or are ready to schedule, feel free to reach out. Have a wonderful 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.

## Touching Base Voicemail Script

Hello, (Insert), this is (Insert) from Mosquito Joe of (Insert). I'm calling just to touch base with you and let you know we're starting up our 2025 Season soon. I know you've used our services in the past and I wanted to make you aware of some new services and great deals we have going on right now. Please send us a text or give us a call at [855-555-5555], or email us at (Insert).

## We're Here For You Voicemail Script

Hello (Insert), this is (Insert) from Mosquito Joe of (Insert). I'm reaching out because I see that we've serviced your property in the past, and just wanted to let you know we've got some new services and great specials running through the end of the month. If you don't want to get on a regular program, we do offer party and event packages as well as Home Pest Defense. We're here to help protect you and your family, so give us a call anytime or text us at [855-555-5555] or email us at (insert). We look forward to hearing from you.



# 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:** Switch Today and Save! Since we haven't seen you in a while, we're offering you a special discount of \$39.99 for the first spray. Be sure to ask about how you can save even more by bundling with our Home Pest Defense!

*Disclaimer: Cannot be combined with other offers*

**Offer 2:** \$69.99 for first barrier spray

*Disclaimer: Cannot be combined with other offers*

**Offer 3:** 20% Bundled Services

*Disclaimer: Cannot be combined with other offers*

**Offer 4:** \$25 off First Treatment

*Disclaimer: Cannot be combined with other offers*

**Offer 5:** \$49 for first barrier treatment

*Disclaimer: Cannot be combined with other offers*



# 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!**