

EVERY DIAL COUNTS.
ONLY THE BOLD RISE.

neighborly



THE
DIAL GAMES



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

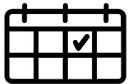
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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 |
|------------------------------------|----|-------------------------|----|---------------------------|

↳ who books an appointment or another service as a result of your outreach.

Each individual customer record counts as one entry.

Submit Your Entries

Online Form: Visit [the Call Blitz form](#) or scan the QR code with your phone to go to the form.



Scan QR Code

Bookmark the link to make weekly submissions fast and seamless.

Excel: While this is not the recommended method, you can submit your entries using an excel sheet it better suits your team's workflow.

1. Download [the template](#).
2. Log your entries.
3. Submit your completed file to Mr. Appliance Marketing Team at marketing@mrapppliance.com.



Click to download

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



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**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:

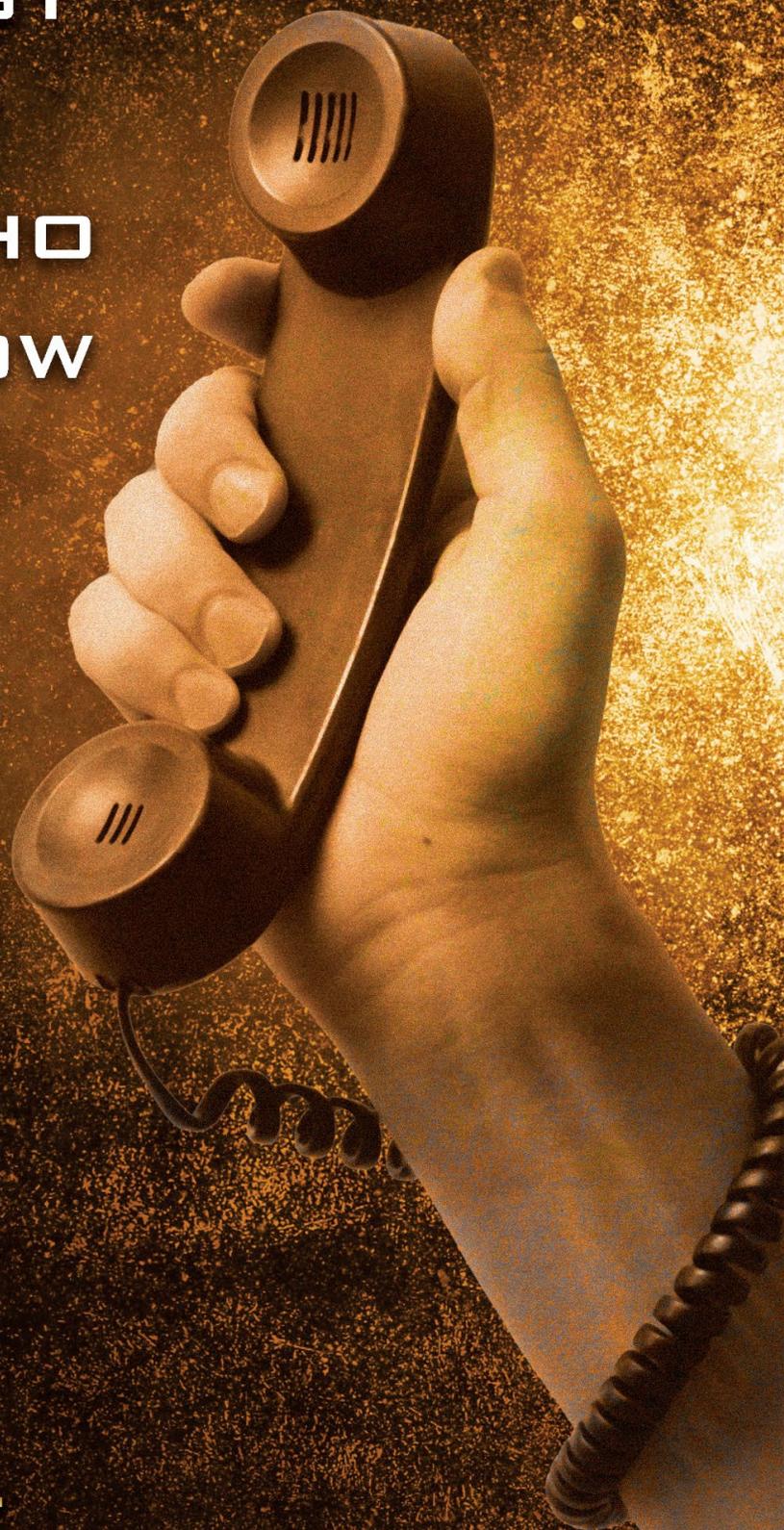
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone 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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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:

Those with a closed ticket of \$250 or greater within the last 2 years.

Those with a diagnostic fee within the last 2 years.

Prioritization Criteria

Prioritize customers who:

Have a job average of \$250 or greater

Multiple work orders in the last two years

Commercial customers with recurring maintenance

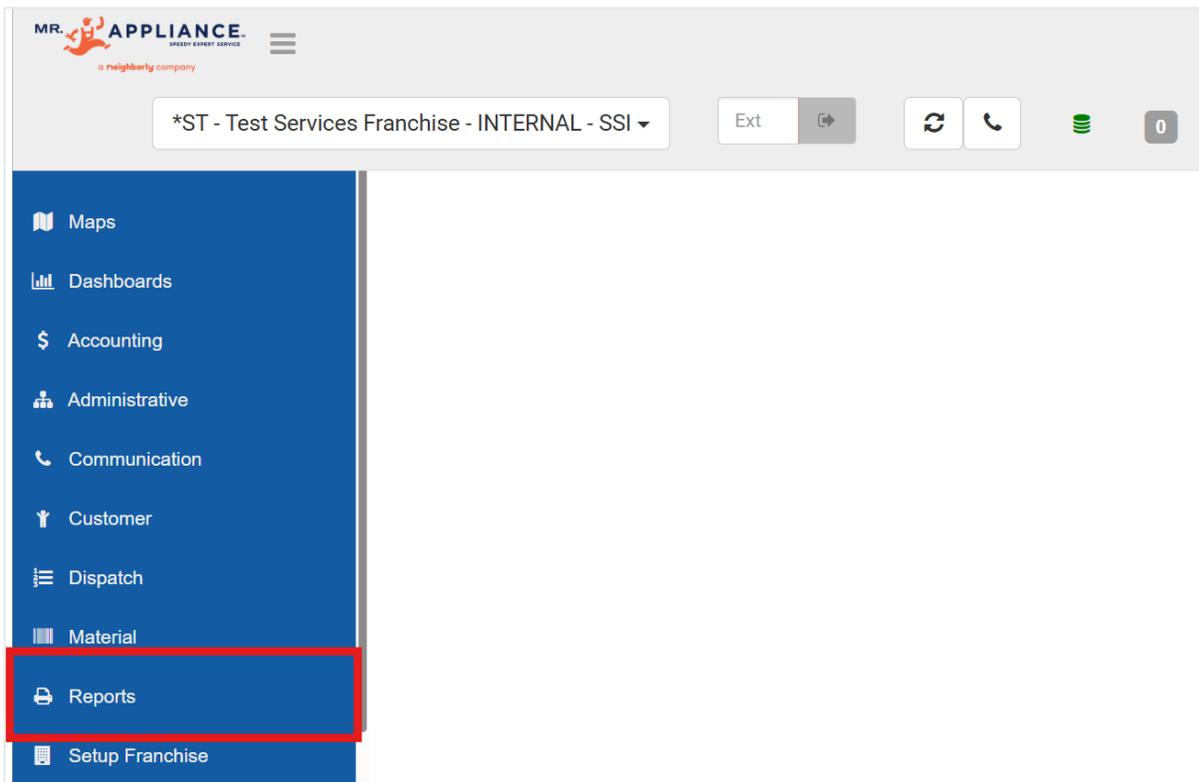
Appliance Wellness Customers from 2024

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 Zelyna Koskela at zelyna.koskela@nbly.com or by phone at 254-651-3644.

Step 1: Log into your SmartWare account and select **Reports**.



Gather Your List

Step 2: Select the report titled **Customers with Lead Sources (Customers)**

The screenshot shows a software interface with a 'Reports (1)' dropdown menu. On the left, there is a 'Reports' sidebar with a search bar and several category buttons: Favorites, All, Financial, Customer, Employee, Corporate, Inventory, Work Order, and System Reports. The main area displays 'Report Types: All' with a 'Collapse All Descriptions' button. A list of reports is shown, with 'Customers With Lead Sources (Customer)' highlighted by a red box. Other reports include Phone Monitor, Anniversaries Grid - Employee, Communication History Grid, Customer Contact Log Grid, and Customer Export Brief.

Step 3: Adjust the timeframe to cover a two-year period and download as an Excel.

The screenshot shows the configuration screen for the 'Customer With Lead And Secondary Source' report. It features a navigation bar with various time period options: Day, YDay, TMRW, Week, LWk, NWk, Month, LMonth, Qtr, LQtr, L13Wks, L30Days, YTD, and LY. Below this, there is a 'Week: 9' indicator and a date range selector with 'Begin: 02/28/2023' and 'End: 02/28/2025' highlighted by a red box. To the right, there are download options for PDF, Excel, Word, Email, Schedule, and Workflow Configuration.

Step 4: Apply the appropriate filters to categorize customers based on the prioritized customer list on Page 1.

| Customer Name | Customer Type | Address1 | Address2 | City | State / Province | Postal Code | Phone Number(s) | Email Address(es) | Lead Source | Secondary Source | Date Added | Work Order Count | Labor Total | Part Total | Sub Total | Job Average |
|---------------|---------------|----------|----------|----------------|------------------|-------------|-----------------|-------------------|-------------------|------------------|------------|------------------|-------------|------------|------------|-------------|
| | Commercial | | | Cherry Hill | New Jersey | 08034 | | | Existing customer | | 2/6/2024 | | \$3,570.00 | \$0.00 | \$3,570.00 | |
| | Residential | | | Merion Station | Pennsylvania | 19066 | | | Other | | 4/19/2024 | 1 | \$465.00 | \$2,638.31 | \$3,103.31 | \$3103.31 |
| | Residential | | | Hainesport | New Jersey | 08036 | | | Internet | | 8/28/2023 | 1 | \$599.00 | \$1,871.84 | \$2,470.84 | \$2470.84 |
| | Residential | | | Wildwood | New Jersey | 08260 | | | TV/Radio/Video | | 2/19/2025 | 1 | \$480.75 | \$1,800.00 | \$2,280.75 | \$2280.75 |
| | Residential | | | Haverford | Pennsylvania | 19041 | | | Internet | | 5/25/2023 | 1 | \$244.75 | \$1,951.42 | \$2,196.17 | \$2196.17 |

Step 5: Utilize the filtered Excel sheet and Call Scripts to begin your outreach.



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.

Standard Script for all Customer Categories Call Script 1

Hi [Customer's Name], this is [Name] from [Mr. Appliance of X]. Our records show that our Service Professional visited your home [insert time frame], and I wanted to follow up to ensure you were satisfied with the service.

As a valued customer, we want to remind you that we service all major kitchen and laundry appliances. Right now, we're offering our Appliance Wellness Program for [insert dollar amount]. This program allows our Service Professional to perform a proactive checkup on your appliances, helping to catch potential issues before they turn into costly repairs. Plus, with our Done Right Promise, we'll make it right if any repair isn't done right.

We have availability [insert time frame within one week of the call]. Is there a specific day that works best for you?



Call Scripts Ideas

Local Offer Call Script 2

Hi [Customer's Name], this is [Your Name] from [Mr. Appliance of X]. Our records show that our Service Professional visited your home [insert time frame], and I wanted to follow up to ensure you were satisfied with the service.

As a valued customer, we want to remind you that we service all major kitchen and laundry appliances. Right now, we're offering our Appliance Wellness Program for just [insert dollar amount]. This program allows our Service Professional to perform a proactive checkup on your appliances, helping to catch potential issues before they turn into costly repairs. Plus, with our Done Right Promise, if any repair isn't done right, we'll make it right.

If you book today, you'll also receive a special local offer! **[review your local offers with the customer]**

We have availability [insert time frame within one week of the call]. Is there a specific day that works best for you?

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.

Follow Up & Offer AWP Voicemail Script 1

Hi [Customer's Name], this is [Your Name] from [Mr. Appliance of X]. I'm following up on your service visit [insert date] to make sure everything went well. As a valued customer, I wanted to let you know we service all major kitchen and laundry appliances and are currently offering our Appliance Wellness Program to help catch potential issues before they become costly repairs.

We have availability next week, or you can book online anytime at www.mrappliance.com. Give us a call back, and we'd be happy to schedule a visit. 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: \$20 Off Any Repair

Disclaimer: Does not apply to Diagnostic Fee.

Offer 2: \$20 Off any Appliance Wellness Program

Offer 3: FREE Appliance Wellness Check for ONE Appliance with Any Repair Over \$200

Disclaimer: Repair must be over \$200.

Offer 4: \$20 Off Ice Machine Cleaning

Offer 5: \$50 Off Any Repair

Disclaimer: Does not apply to Diagnostic Fee.

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!