

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

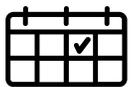
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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

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

THE  
**DIAL  
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:

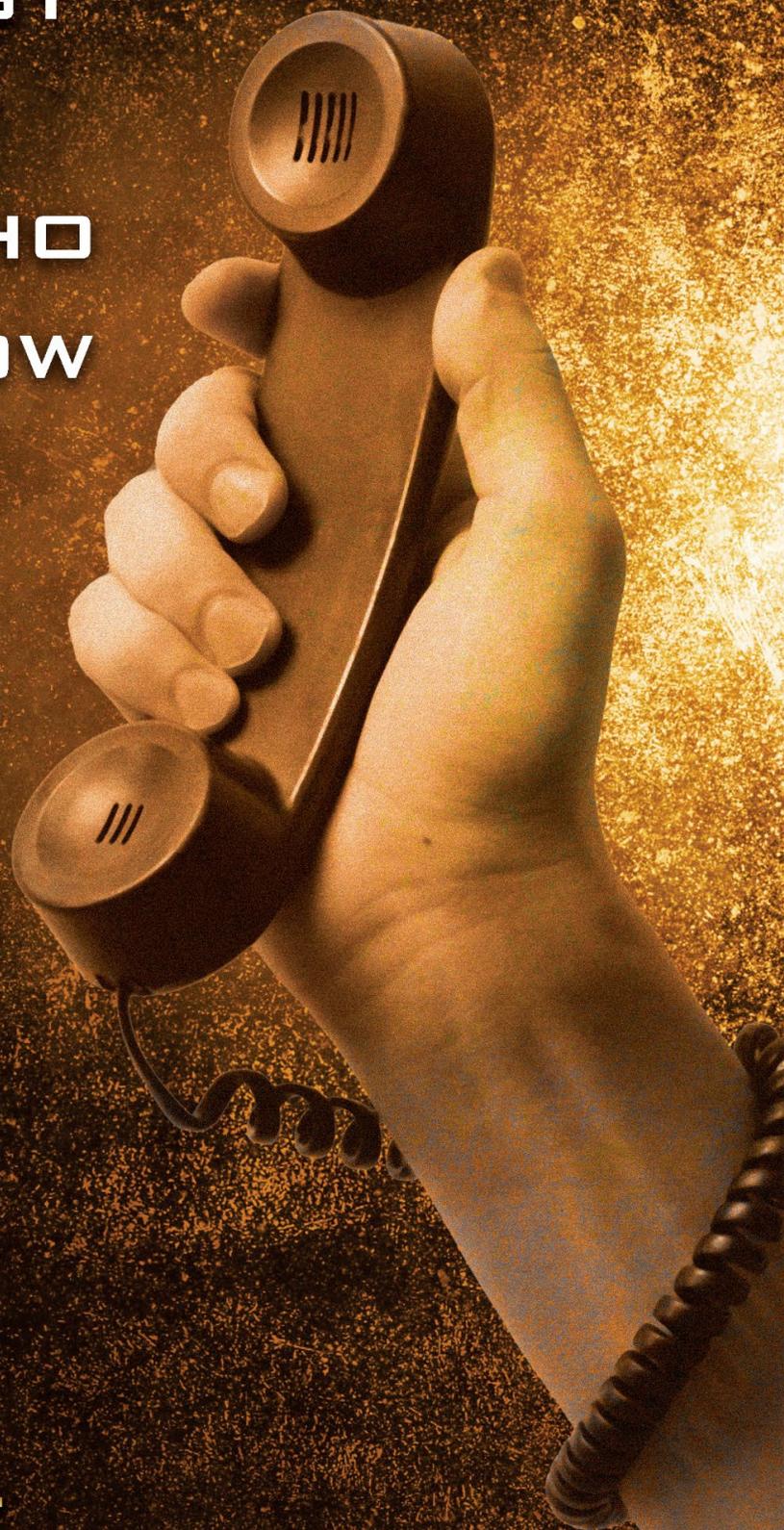
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone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



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

Clients we have not done work for in the past 6-18 months.

## Prioritization Criteria

Clients who have had work performed by you, from highest number of jobs down.

# 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 Jeff Paley at [jeff.paley@nbly.com](mailto:jeff.paley@nbly.com).

### Steps:

1. Go to ServiceTitan Reports
2. Search for 2025 Call Blitz Customer List
3. Run report for 8/1/2024 – 8/1/2025
4. Export report as XLSX (MS Excel)
5. Sort 'Last Job Completed' to date range of 8/1/2024 – 8/1/2025
6. Sort 'Lifetime Jobs Completed' from largest to smallest
7. Start calling!

# Gather Your List

1. Go to **ServiceTitan Reports**
2. Search for **2025 Call Blitz Customer List**

The screenshot displays the ServiceTitan web application interface. At the top, the ServiceTitan logo is on the left, and navigation icons for Dashboard, Calls, Schedule, and Dispatch are on the right. A light blue banner below the navigation bar reads, "You are seeing sample data in your account. When yo".

The main content area is divided into a left sidebar and a right main panel. The sidebar, titled "Reports", contains several categories: GENERAL (with "All Reports" selected), SCHEDULED, PERSONALIZED (with "Bookmarks", "Recommended"), and INFORMATION (with "Legacy Reports").

In the main panel, a search bar at the top contains the text "2025" and a magnifying glass icon. Below the search bar, a dropdown menu shows the search results, with "2025 Call Blitz Customer List" highlighted. A large red circle highlights this search result.

Below the search results, the "Other" section displays a card for the "2025 Call Blitz Customer List" report. This card is also circled in red. It includes a "Past customer list" section, a "Customers" button, and a footer that says "Updated Today" with a calendar icon and a vertical ellipsis menu.

# Gather Your List

- Run report from **8/1/2024 – 8/1/2025**

2025 Call Blitz Customer List :

Past customer list

From - To\*  Business Unit   Show Inactive Customers

- Export report as **XLSX (MS Excel)**

2025 Call Blitz Customer List :

Past customer list

From - To\*  Business Unit   Show Inactive Customers

Export Report

**Exporting Format**

Export as XLSX (MS Excel)

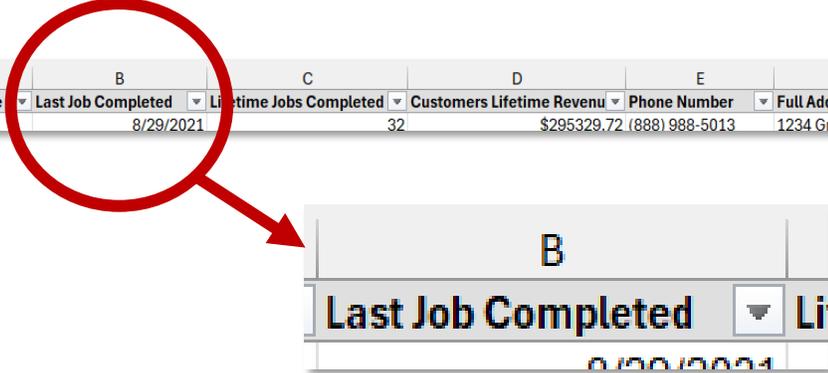
Export as PDF

**Exporting Options**

Export only aggregated data

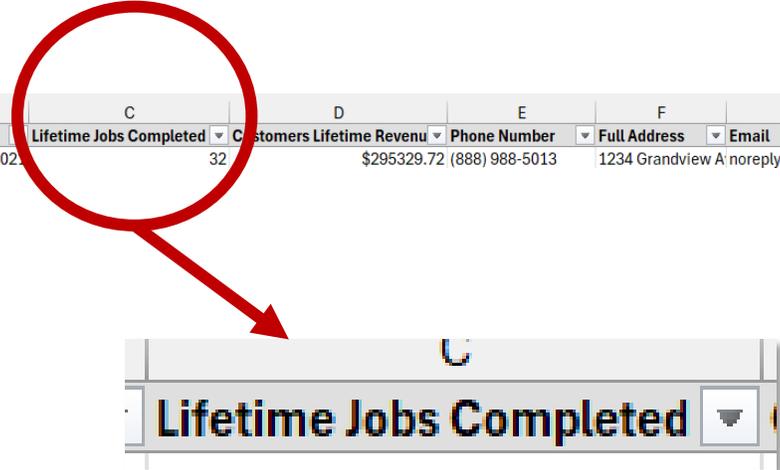
# Gather Your List

5. In the Excel file, **sort column B, 'Last Job Completed'** to date range of **8/1/2024 – 8/1/2025**



	A	B	C	D	E	F	G	H
1	Customer Name	Last Job Completed	Lifetime Jobs Completed	Customers Lifetime Revenu	Phone Number	Full Address	Email	Created On
2	Jack Turner	8/29/2021	32	\$295329.72	(888) 988-5013	1234 Grandview A	noreply@service	8/28/2021

6. Sort **column C, 'Lifetime Jobs Completed'** from **Largest to Smallest**



	A	B	C	D	E	F	G	H
1	Customer Name	Last Job Completed	Lifetime Jobs Completed	Customers Lifetime Revenu	Phone Number	Full Address	Email	Created On
2	Jack Turner	8/29/2021	32	\$295329.72	(888) 988-5013	1234 Grandview A	noreply@service	8/28/2021

# 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:

- (Ring... Ring... Client Answers)
  - **Mr. Handyman Representative:** "Hello, [Client Name]? This is [Your Name] calling from Mr. Handyman of [Your Location]. How are you doing today?"
- (Pause for response, acknowledge their answer)
  - **Mr. Handyman Representative:** "Great! The reason I'm calling is because we were just going through our records and saw that we had the pleasure of helping you with [Mention a specific past job, e.g., 'installing your new light fixtures' or 'repairing your deck'] back on [Approximate date or timeframe]. We wanted to reach out and see how everything's been holding up."
- (Pause for response, listen attentively)
  - **Mr. Handyman Representative:** "That's fantastic to hear! We're always glad when our work continues to serve our clients well. Now, [Client Name], we're currently running a special call blitz for our valued past clients, and we're offering [Mention a specific, time-sensitive offer, e.g., 'a complimentary home maintenance checklist' or 'a 10% discount on any service booked within the next two weeks']. This is our way of saying thank you for trusting us with your home projects in the past."

## Key Messaging & Personalization:

**Recognition & Recall:** "We saw that we had the pleasure of helping you with..." (Specific job mentioned). This shows you value their past business and remember them.

**Checking In:** "We wanted to reach out and see how everything's been holding up." This demonstrates genuine care and builds rapport.

**Exclusivity:** "We're currently running a special call blitz for our valued past clients..." This makes them feel special and appreciated.

**Urgency:** "...booked within the next two weeks." Creates a sense of time-sensitivity, encouraging immediate action.

**Value Proposition:** "...a complimentary home maintenance checklist" or "...a 10% discount on any service booked..." Offers tangible benefits.



# Call Scripts Ideas

## Call Script 1 Continued

- (Continuing the conversation)
  - **Mr. Handyman Representative:** "Often, after we complete one project, homeowners realize they have other tasks that need attention. Have you noticed any other home maintenance or repair needs lately? Perhaps a leaky faucet, a door that needs adjusting, or some seasonal gutter cleaning?"
- (Pause for response, listen attentively, and ask clarifying questions)
  - **Mr. Handyman Representative:** "Perfect. We can definitely help with that. Since you're a past client, we can prioritize your appointment and get someone out to your home sooner rather than later. Would you be available for a visit sometime next week? We have openings on [Suggest 2-3 specific days/times]."
- (If they hesitate)
  - **Mr. Handyman Representative:** "No problem. Just to remind you, with the call blitz offer, you'll receive [Reiterate the specific offer]. Plus, we guarantee our work, so you can have peace of mind knowing the job will be done right. Would you like me to reserve a time for you, or would you prefer I send you an email with more details?"
- (If they agree to book)
  - **Mr. Handyman Representative:** "Excellent! Let me confirm your address and contact information. And just to confirm, the service you'd like is [Reiterate the service] right? Perfect. We look forward to seeing you on [Date and Time]. You'll receive a confirmation email shortly. Thank you for choosing Mr. Handyman again!"
- (If they decline)
  - **Mr. Handyman Representative:** "No problem at all, [Client Name]. I appreciate you taking the time to speak with me. If you have any home repair or maintenance needs in the future, please don't hesitate to call us. Have a wonderful day!"

## Key Considerations:

**Personalization:** Tailor the script as much as possible to the individual client.

**Listen Actively:** Pay close attention to the client's responses and adapt the conversation accordingly.

**Enthusiasm:** Speak with a friendly and enthusiastic tone.

**Follow Up:** If they request an email, send it promptly.

**Record Information:** Document the call outcome and any relevant details in ServiceTitan.



# Call Scripts Ideas

## Call Script 2:

- (Ring... Ring... Client Answers)
  - **Mr. Handyman Representative:** "Hello, [Client Name]. This is [Your Name] with Mr. Handyman of [Your Location]. We're reaching out to our valued past clients today."
- (Pause briefly)
  - **Mr. Handyman Representative:** "We remember helping you with [Mention a specific past job, e.g., 'installing those custom shelves in your living room' or 'fixing the siding after that storm'] a while back. How have those [items] been working out for you?"
- (Pause for response, acknowledge their answer)
  - **Mr. Handyman Representative:** "Excellent. We appreciate you trusting us with your home then, and we're reaching out today with a special opportunity. We're currently offering a limited-time [Specific Offer, e.g., 'priority scheduling for returning clients' or 'a free consultation and estimate on any new project'] for our past clients. This is a way to show our gratitude and ensure your home stays in top shape."

## Key Messaging & Personalization (Different Approach):

**Direct & Efficient:** "We're reaching out to our valued past clients today." Gets to the point quickly.

**Specific Recall:** "We remember helping you with..." (Specific job). Reinforces their past positive experience.

**Value-Driven:** "We're reaching out today with a special opportunity." Emphasizes the benefit upfront.

**Limited-Time Offer:** "...a limited-time..." Creates a sense of urgency without being pushy.

**Gratitude Focus:** "This is a way to show our gratitude..." Builds a stronger emotional connection.



# Call Scripts Ideas

## Call Script 2 Continued

- (Continuing the Conversation - Different Flow)
  - **Mr. Handyman Representative:** "Many of our clients find that after completing one project, other home maintenance needs become apparent. To make things easier, we're offering [Reiterate the specific offer, e.g., 'the free consultation'] to help you identify and address any outstanding tasks. Have you noticed anything around the house that might need attention lately?"
- (Pause for response, listen attentively, and ask clarifying questions)
  - **Mr. Handyman Representative:** "That's something we can definitely handle. With our priority scheduling, we can get a technician to your home quickly. How does [Suggest a specific day and time, e.g., 'Tuesday afternoon' or 'Friday morning'] look for you?"
- (If they hesitate)
  - **Mr. Handyman Representative:** "Of course. Just to recap, with this special offer, you'll receive [Reiterate the specific offer]. This allows us to assess any needs thoroughly and provide you with a clear plan. Would you prefer to schedule that now, or would you like me to send you an email with details and a link to our online scheduler?"
- (If they agree to book)
  - **Mr. Handyman Representative:** "Perfect! Let me confirm your address and contact information. And just to make sure, the service you're interested in discussing is [Reiterate the service] right? Wonderful. We'll see you on [Date and Time]. You'll receive a confirmation shortly. Thanks again for being a valued Mr. Handyman client!"
- (If they decline)
  - **Mr. Handyman Representative:** "Understood. We're here whenever you need us. If you think of anything in the future, please don't hesitate to give us a call. Have a great day, [Client Name]!"

## Key Differences in This Script

**More Direct Start:** Gets to the point of the call quickly.

**Emphasis on Value and Opportunity:** Highlights the benefit of the call upfront.

**Focus on Priority Scheduling/Consultation:** Emphasizes the convenience and value of these specific offerings.

**Slightly More Confident Tone:** Projects a sense of expertise and efficiency.



# Voicemail Script Ideas

We have provided recommended voicemail scripts 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:

"Hello, [Customer Name]. This is [Your Name] calling from Mr. Handyman of [Your Location]. We were just thinking about you and the [Mention the specific job, e.g., 'new bathroom fixtures' or 'deck repair'] we completed for you a while back. We're currently running a special call blitz for our past customers, offering [Mention a specific offer, e.g., 'a complimentary home maintenance checklist' or '10% off your next service'] if you book within the next two weeks. We'd love to help with any other home projects you may have. Please give us a call back at [Phone Number] at your earliest convenience. We look forward to hearing from you!"

## Voicemail Script 2:

"Hello, [Customer Name]. This is [Your Name] from Mr. Handyman of [Your Location]. We're reaching out to our valued past customers with a special opportunity. We remember assisting you with [Mention the specific job, e.g., 'the kitchen backsplash' or 'the gutter repair']. For a limited time, we're offering [Mention a specific offer, e.g., 'priority scheduling' or 'a free consultation and estimate'] to our returning clients. If you have any home maintenance needs, we'd love to help. Please call us back at [Phone Number] to schedule your service. Thank 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:** Free Home or Business Safety Assessment

**Offer 2:** Free Kitchen Fire Extinguisher with Any Job Booked by [Date]

**Offer 3:** 20% Off All Purchased Materials

**Offer 4:** \$100 Off Any Half Day or Longer Project

**Offer 5:** \$500 Off Any Bath or Kitchen Remodel

# 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!**

# Brand Sponsored Prizes

To drive engagement and maximize participation, we are offering additional incentives, sponsored by your Brand Ops and Marketing team, for franchise owners who take part and achieve great success in the *Call Blitz*. We hope these additional incentives gain adoption and execution!

To sweeten the pot further, if you spend \$1000, \$750 or \$500 toward an email marketing prospecting campaign, marketing will match that spend for additional dollars toward a future prospecting campaign. Must show proof of purchase to be eligible for matching. There will be 9 total prizes!

## Your Mr. Handyman Contest Prizes:

### What will I be competing for?

- Marketing \$\$
- 3 Tier
- 1st place \$1000
- 2nd place \$750
- 3rd place \$500

### How will winners be determined?

- # of jobs obtained from campaign
- 2025 Revenue
- Tier 1: 0 - \$850K
- Tier 2: \$850K - \$1.6M
- Tier 3: \$1.6M +

**What is the eligible timeframe:** Same as the main contest criteria

**How will winners be announced?** Town Hall and HOH

# 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!**