

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

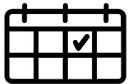
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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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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:

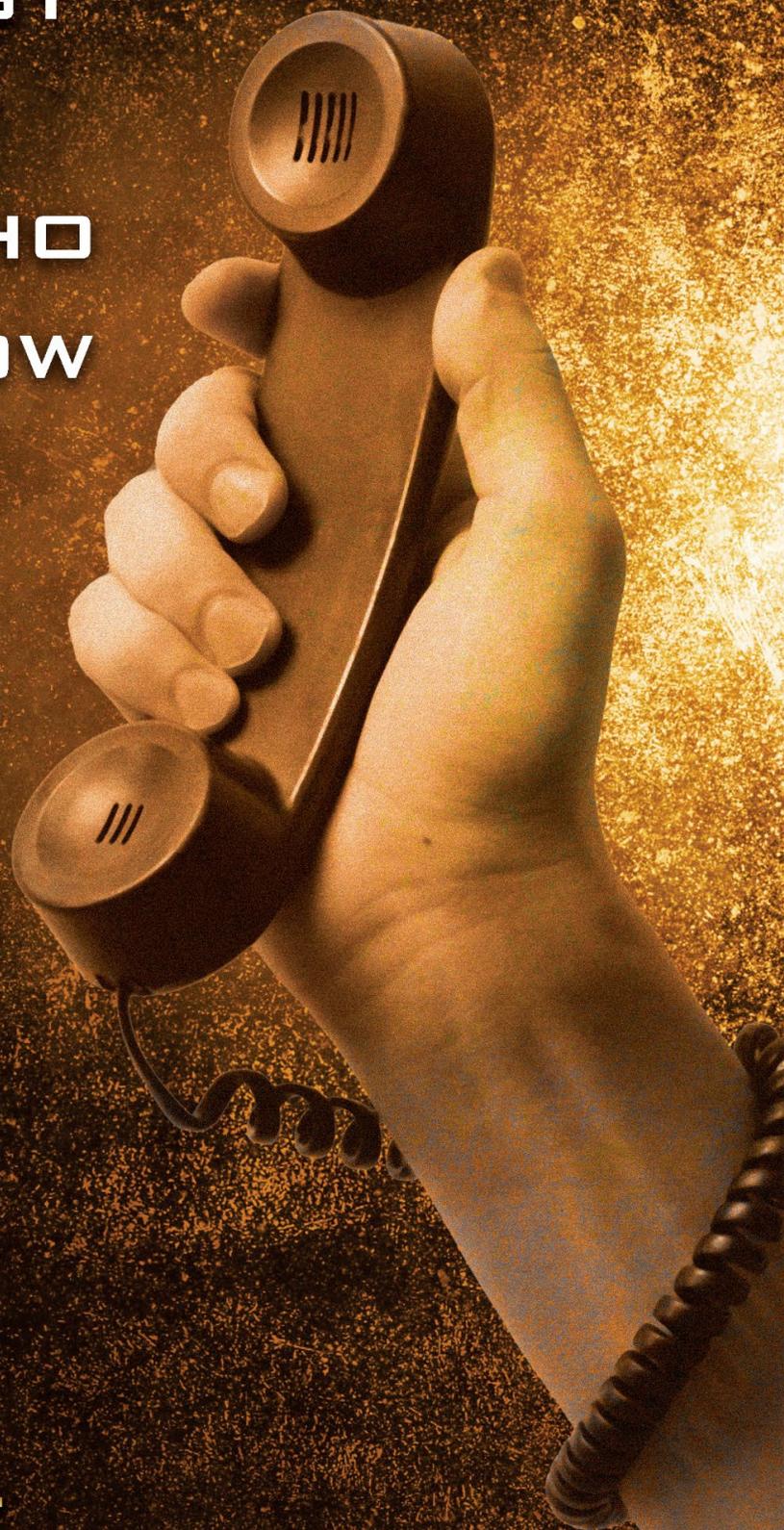
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone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

Customers with unsold estimates in ServiceTitan.

## Prioritization Criteria

Prioritize customers with unsold estimates within the past 60 days. Secondary list is customers with unsold estimates within the past 61-180 days.

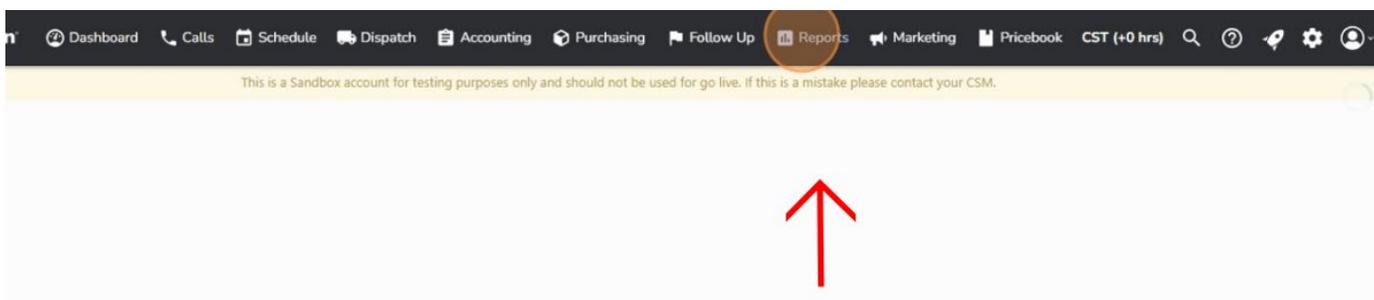
Utilize Marketing Pro with electronic coupons/offers for the 61-180 day cohort.

# Gather Your List

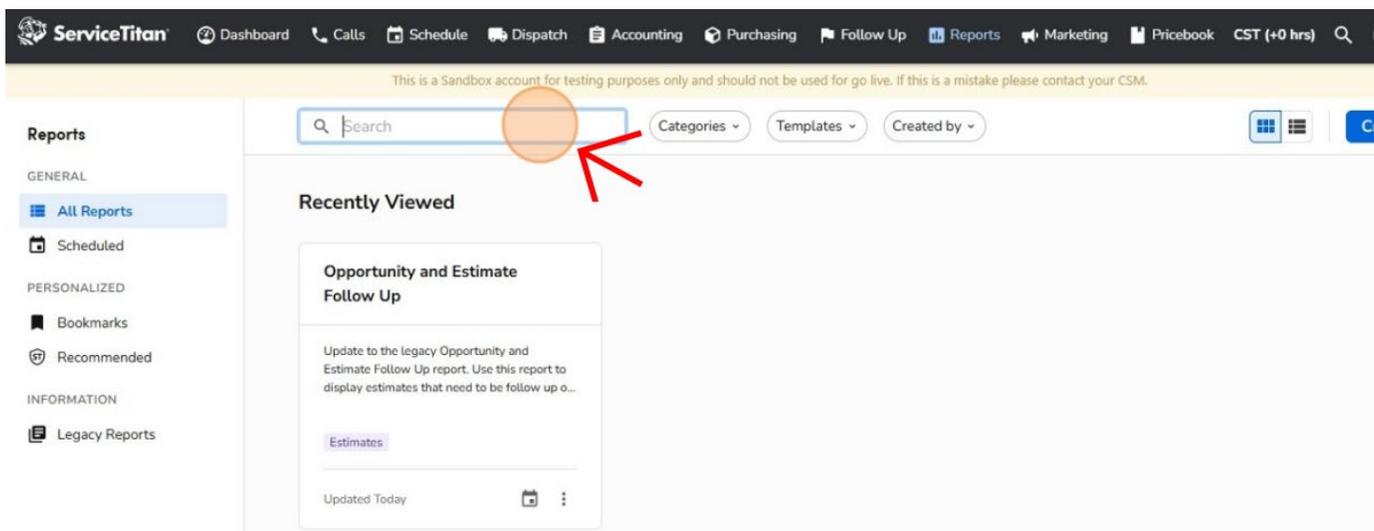
## Steps to Pull your Past Customer Contacts

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 Franchise Business Coach.

**Step 1:** To find your open and unsold estimates, navigate to the Reports tab within your ServiceTitan account.



**Step 2:** Search for the "Opportunity and Estimate Follow Up" report. While this is a standard ServiceTitan report, it is usually only visible by users with the admin role. You may need to assign the report to your office staff if they are unable to find it. You can use this report to follow up with any estimates that are outstanding and have yet to be sold and booked into a job. Be mindful that the report will show multiple estimates for each opportunity. If you presented Good, Better, Best options, remember to convey this to the customer.



# Gather Your List

**Step 3:** In the 'From – To' field, set the desired date range. We recommend focusing on any estimates from the past 60 days first and then go back from there.

ServiceTitan Dashboard: Opportunity and Estimate Follow Up

Date Type: Creation Date

From - To: Nov 28, 2024 - Feb 25, 2025

Business Unit: All

Run Report

Calendar: November 2024 - December 2024

Estimate Id	Parent Job Number	Opportunity Number	Opportunity Status	Estimate Age (Days)
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25

**Step 4:** Once you have the desired date range, run the report.

ServiceTitan Dashboard: Opportunity and Estimate Follow Up

Date Type: Creation Date

From - To: Nov 28, 2024 - Feb 25, 2025

Business Unit: All

Run Report

Save Changes Edit Report

Estimate Id	Parent Job Number	Opportunity Number	Estimates Subtotal	Customer Name	Business Unit	Opportunity Status	Estimate Age (Days)
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32

# Gather Your List

**Step 5:** Select the filter on the Estimate Status column. Click "Is not one of" and then select "Sold". This will filter out all estimates that you have already sold. Click "Filter" to save the changes.

on Date ▼ 📅 Nov 28, 2024 – Feb 25, 2025 All ▼ Run Report

Save Changes Edit Report

Column header and drop it here to group by that column.

The current status of the estimate.

Name	Business Unit	Opportunity Status	Estimate Age (Days)	Estimate Status	Follow Up Date	Number of Follow Ups	Last
	MRR Plumbing Team	Won	72	Open			1/
Test 1	Mainline	Dismissed	70	Dismissed			
Test 1	Mainline	Won	13	Sold			
Test 1	Mainline	Won	13	Sold			
Test 1	Mainline	Won	13	Sold			
	Mainline	Won	10	Sold			
	Mainline	Won	9	Sold	2/19/2025	0	
None		None	None	None	None	Sum: 1	None

Filter  
Is not one of ▼  
Open  
Dismissed  
Sold  
Clear Filter

1 - 7 of 7 items

# 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.

## Recommended Script for Estimate Follow-Up:

"Hi, it's [CSR's name] with Mr. Rooter Plumbing of [DBA]."

"I'm calling to follow up on the recent estimate [Tech's name] provided you on [date]. Do you have any questions or need clarification on anything?"

### Customer:

**If yes:** Answer questions and ask, "When would you like to schedule a time to have the service completed?"

**After Booking:** "Thank you for providing us the opportunity to serve you/earn your business!"

### Customer:

**If no:** "When would you like to schedule to have that service work completed?" Then book appointment.

### If working with someone else:

"That's great you were able to get the issue resolved! Please keep us in mind for the future should you have plumbing needs as we'd welcome the opportunity to serve you."

### If the customer is not ready:

"I understand. When would be a good time for us to call you back?" Then set follow-up appointment.



# 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.

## Recommended Voicemail Script:

"Hi [Customer First Name], this is [Your Name] from Mr. Rooter Plumbing of [DBA].

I'm calling to follow up on the recent estimate that [Tech's name] provided you on [Date]. In an effort to address your plumbing needs as soon as possible, we are offering you \$75 OFF this service! Please give us a call at [Phone number] or visit us at [Website URL] to book your service. This offer is only available until [Expiration Date], so please don't wait!

We 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.

## **Recommended Offer: \$75 Off Any Plumbing Service**

*Disclaimer: Offer cannot be combined with any other discount or promotion. Present coupon to service professional at time of service. Valid only at Mr. Rooter Plumbing of [DBA] before [Date].*

# 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!

## Your Mr. Rooter Plumbing Contest Prizes:

- **What will I be competing for?** \$200 Visa Gift Card for the Top Three Finishers
- **How will winners be determined?** Tracking of sold estimates within Service Titan by the Director of Systems.
- **What is the eligible timeframe:** See schedule on page 3.
- **How will winners be announced?** Brand Communication and Social Media Posts.

# 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!**