

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

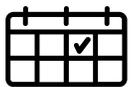
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

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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

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 Ken Weidaw at Ken.Weidaw@nbly.coat



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:

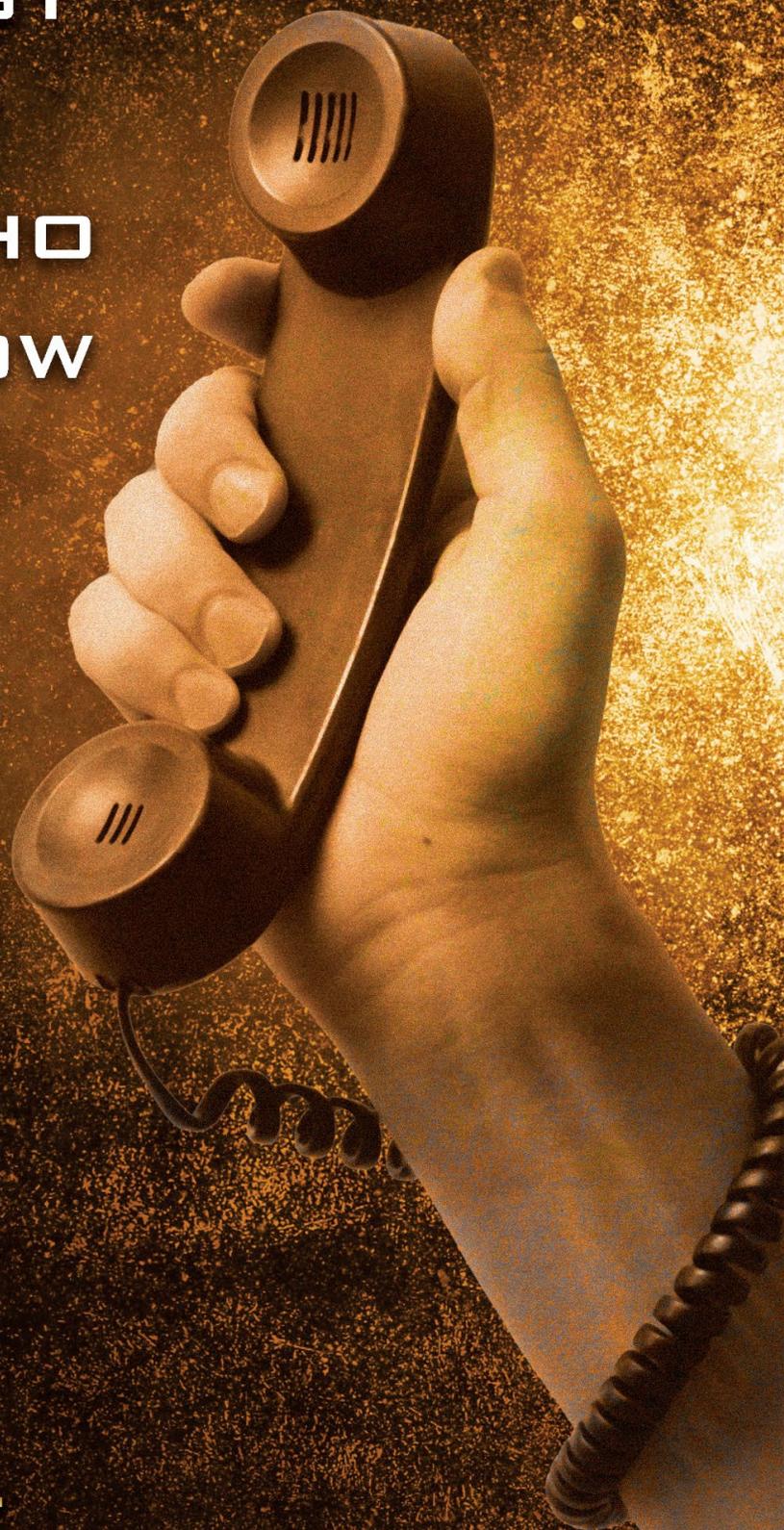
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone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

Prioritization Criteria

For Service, prioritize unconverted leads and unsold estimates from the past 30 days.

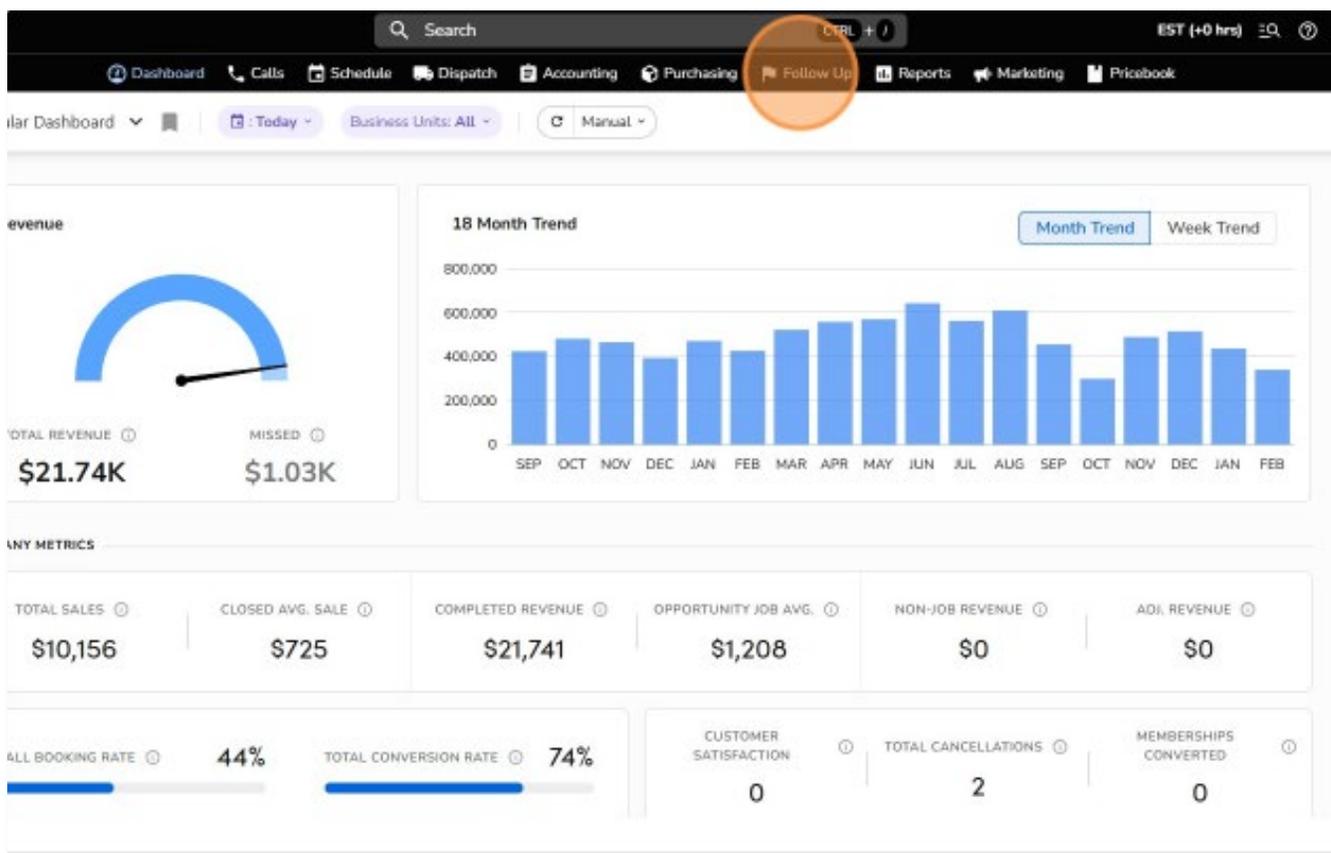
For New Doors, prioritize unconverted leads and unsold estimates from past 90 days.

Gather Your List

Steps to Pull your Past Customer Contacts

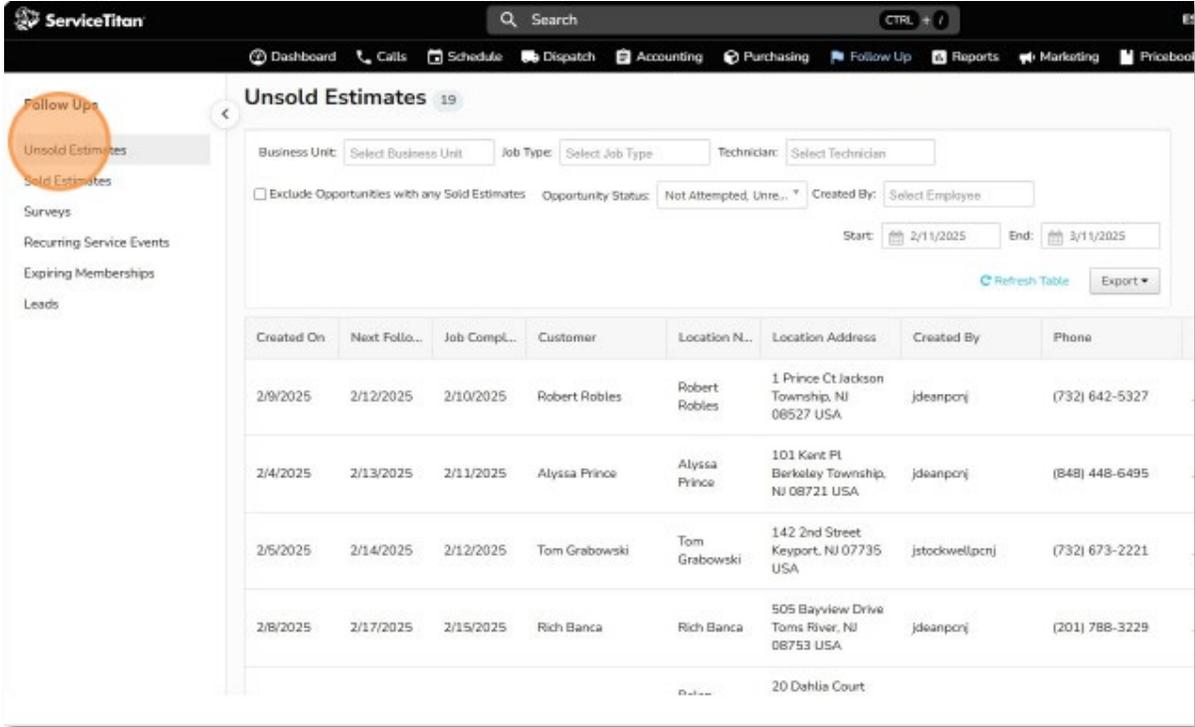
We have provided a detailed, easy step-by-step process for exporting past customer list from our Point-of-Sale (POS) system. If you have any questions as you follow the next few pages, please direct your questions to Jeff Noordhoff at jeff.noordhoff@nbly.com or by phone at 214 919-1801 X294.

Step 1: From the Service Titan dashboard, click **Follow Up**.

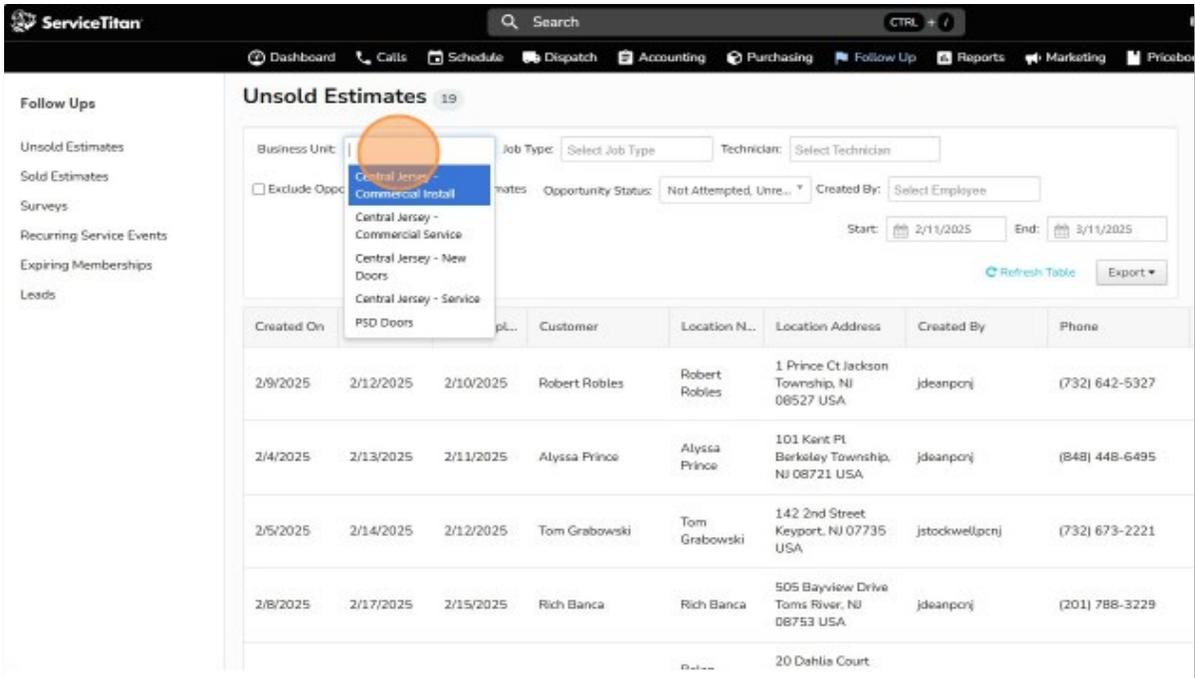


Gather Your List

Step 2: Click **Unsold Estimates**



Step 3: From Business Unit, select **Service** or **New Doors**



Gather Your List

Step 4: Update Date Range to **30 Days for Service** or **90 Days for New Doors**

The screenshot shows the 'Unsold Estimates' page with a search bar at the top. Below the search bar are several filters: Business Unit (Central Jersey - Service), Job Type (Select Job Type), Technician (Select Technician), Opportunity Status (Not Attempted, Une...), and Created By (Select Employee). A date range is set from 2/11/2025 to 3/11/2025. A calendar pop-up is open, highlighting the date 11 in February 2025. Below the filters is a table with columns: Created On, Next Follow-up, Job Completion, Customer, Location Name, Location Address, and Technician.

Created On	Next Follow-up	Job Completion	Customer	Location Name	Location Address	Technician
2/19/2025	2/22/2025	2/20/2025	Kathleen Sullivan	Kathleen Sullivan	22 Raven Road Colts Neck, NJ 07722 USA	Brian Ford Jr
2/21/2025	2/24/2025	2/22/2025	Jodi Schreier	Jodi Schreier	17 Dunston Drive East Brunswick, NJ 08816 USA	Brian Ford Jr
2/22/2025	2/24/2025	2/22/2025	Keith Husko	Keith Husko	133 Bernard Avenue Edison, NJ 08837 USA	Steven Posner
2/21/2025	2/26/2025	2/24/2025	Doug Losche	Doug Losche	1 Vicksburg Court Freehold, NJ 07728 USA	Jim Dean

Step 5: Click **Export** and use the list to start calling!

This screenshot is identical to the previous one, but with an 'Export' button highlighted in a blue box. The 'Export' dropdown menu is open, showing options for 'Excel', 'Pdf', and 'Csv'. The table data remains the same as in the previous screenshot.



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: Unsold Estimates

“Good morning/afternoon/evening, my name is [CSR's Name] with Precision Garage Door Service. I see that [SP's Name] was at your home and left you an estimate for [Estimate]. We have special financing offers as well and wanted to be sure you were the first to know. I was following up to see what day we can get you on schedule for that repair, next Tuesday or Thursday?”

Call Script 2: Unsold Estimates

“Good morning/afternoon/evening my name is [CSR's Name] with Precision Garage Door Service of [DBA]. I see that we were recently at your home and left you an estimate for [Estimate]. I wanted to follow up and answer any questions you may have and get you on schedule to make the repair! You can take advantage of our new offer of [Offer], and I would be happy to set that up with you.”

Call Script 3: Unsold Estimates

“Good morning/afternoon/evening, my name is [CSR's Name] with Precision Garage Door Service. Our records indicate you got information on [Estimate], and we would love to get you on our schedule for [Date & Time].”



Call Scripts Ideas

Call Script 4: Unsold Estimates

“Hi, it's [CSR's Name] with Precision Garage Door Service of [DBA]. I'm calling to follow up on the recent estimate [SP's Name] provided you on [Date]. Do you have any questions or need clarification on anything?”

Customer:

If yes: Answer questions and then 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 garage door repair 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.

Call Scripts Ideas

Call Script 5: Unsold Estimates

“Good morning/afternoon/evening, my name is [CSR's name] with Precision Garage Door Service. I just wanted to touch base with you regarding the estimate you were given for [Estimate]. We are offering [Upgraded hardware or added warranty] right now for this, would you be able to make this week or next week work?”

***This is the perfect opportunity to let the customer know about our many financing options.**

Call Script 6: Past Customer

“Hello, this is [CSR's Name] from Precision Garage Door Service. It was a pleasure working on your past Garage Door project, and we're so glad we could help.

Did you know that we also offer [Propose another service you offer, e.g., tune up, safety inspections, etc.], and we'd be happy to provide a free estimate for any upcoming projects you may have.

We truly value your business and would love to make you a customer for life. Right now, we're offering [Offer], and I thought you might be interested in taking advantage of this offer.

If there's anything else we can assist you with, please don't hesitate to reach out. Also, if you know anyone who could use our services, we'd be grateful for any referrals!”



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: Unsold Estimates

“Good morning/afternoon/evening my name is [CSR's Name] with Precision Garage Door Service of [DBA]. Our records indicate when we were at your home and left you an estimate for [Estimate]. I wanted to follow up and answer any questions you may have and get you on schedule to make the repair. We also wanted to inform you of our low monthly payment with our financing offers you can take advantage of for a limited time! Please let us know what date and time works best for you, you can reach us anytime by calling or texting us at [Phone Number].”

Voicemail Script 2: Unsold Estimates

“Hi [Customer Name], this is [CSR's Name] from Precision Garage Door Service of [DBA].

I'm calling to reach back out to you on the recent estimate that [SP's Name] provided you on [Date]. In an effort to address your garage door needs as soon as possible, we are offering you [Offer]! 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.

Offer 1: Get a FREE door opener with your new garage door purchase. A \$499 value!

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

Offer 2: 12 month same as cash financing for new garage doors!

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

Offer 3: Free keypad with garage door purchase!

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

Offer 4: Free Service Call with Repair

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



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!

Your Precision Garage Door Service Contest Prizes:

- **What will I be competing for?** \$500 gift card for First Place and \$250 gift card for Second Place in each bracket by Market Size within the brand and entered into the Neighborly wide contest as well.
- **How will winners be determined?** Tracking of Total Number of Customers Won within ServiceTitan by the Director of Systems (must be tagged with "Blitz" for tracking).
- **What is the eligible timeframe:** March 2025 through May 2025
- **How will winners be announced?** Brand communication.

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!