

EVERY DIAL COUNTS.
ONLY THE BOLD RISE.

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THE
DIAL GAMES

the
GroundsGuys[®]

CALL BLITZ PLAYBOOK

2026

Table of Contents

Let the Games Begin	2
Call Blitz Dates	3
What is a Qualifying Entry?	4
Give Kudos!	6
Setting Up Your Call Environment	7
Call Blitz Guidelines	8
Gather Your List	10
Call Script Ideas	14
Voicemail Ideas	15
Local Offer Ideas	16
Local Incentive Ideas	17
The Ground Guys' Prizes	18
Neighborly Prizes	19

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

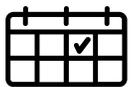
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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

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 Russell Bohannon at Russell.Bohannon@neighborly.com.



Click to download

Pro Tip: Submit your entries by 8am CST Mondays to be included in that week's leaderboards. Submitting weekly also keeps your tracking accurate and ensures nothing gets missed.



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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:

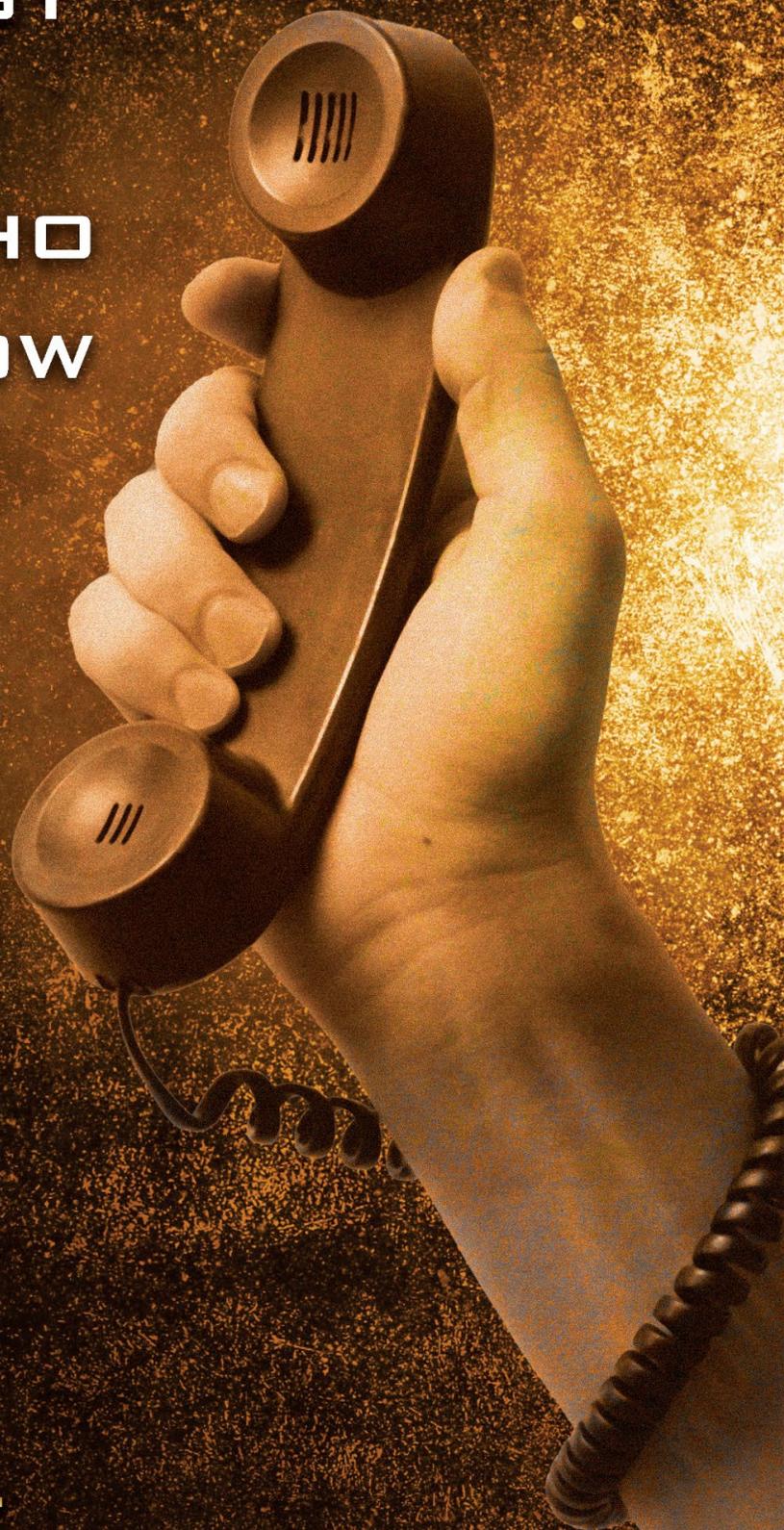
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone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



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THE
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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.

Target Customer Definition

Unconverted leads, recent open estimates, or past customers.

Prioritization Criteria

- Customers that declined services over the past 3, 6 and 12 months.
- Customers that have been tagged for next-time service within the past 1-6 months.

Highest impact opportunities include GGPro reports defined by

- "Lost Estimates" (delayed) - ability to sort by size of estimate or profitability of estimate.
- "Contracts Canceled"
- Owners using tag functionality that highlight specific opportunities or next-time services
- Any single service customer that we can target for additional offering (spring clean-up, spring color, irrigation start up, turf care, or aeration).

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 GGPro system. If you have any questions as you follow the next few pages, please direct your questions to **Chris Roderick** at christopher.roderick@nbly.com or by phone at 479-935-2764.

Creating Your Customer List

We have used Irrigation as our specific vertical example.

1. In GGPro, go to Estimates, Estimate List.
2. Select the Filter on the right-hand side of the screen.



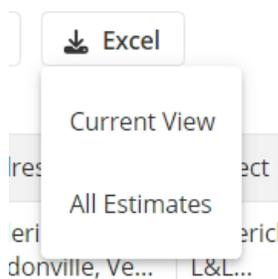
3. Choose the following options:

- Estimate Type:** If you leave this open, you will get both your Installs (Standard Estimate) and maintenance work (Service Estimate). You can select one or the other to get that more specific list.
- Estimate Status:** Select all 4 statuses under SOLD for the type of estimate you are selecting.



Gather Your List

- a. **Estimate Type:** If you leave this open, you will get both your Installs (Standard Estimate) and maintenance work (Service Estimate). You can select one or the other to get that more specific list.
- b. **Estimate Status:** Select all 4 statuses under SOLD for the type of estimate you are selecting.
- c. **Dates:** you can either select the last 365 days or choose specific dates (like January 1 – March 31)
- d. **Do one of two things for the next step –**
 - Select Division: select Irrigation IF you know that you have assigned that Division to your estimates
 - Once these have been established, close the filter box (X), and Choose the Excel button in the middle of your screen. It will ask you which view you want to export, select Current View.
- e. **Once these have been established, close the filter box (X),** and Choose the Excel button in the middle of your screen. It will ask you which view you want to export, select Current View.

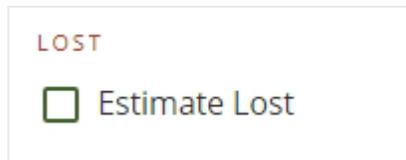


- f. A window with an Excel file will open with all pertinent information for that estimate that you need for your campaign.

Gather Your List

Please note: These instructions work for ANY campaign.

- If you want to see Holiday Lights, select that division as part of Step #4. L&L Maintenance renewals? Same thing, **select that division in the filter.**
- If you are looking to do something more specific WITHIN L&L Maintenance, like mulch, then you would have had to **use the Tag option** (4B) since Mulch is not its own division.
- If you want to focus **ONLY on Lost Sales or Canceled contracts**, use that in your **filter** and update the **STATUS** in the filter to reflect this.



A screenshot of a filter dropdown menu. The word "LOST" is displayed in red text at the top. Below it, there is a green square checkbox followed by the text "Estimate Lost".

- Once you have the downloaded Excel file, you can sort by Estimate Amount, Profitability, etc.

Call Script 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.

Feel free to make a script your own!

A good phone call should consist of:

- Opening
- State reason for call
- Seek Feedback
- Brief dialogue
- Call to action
- Thank Prospect

Existing Customer Script

"This is ____ with the Grounds Guys, first we appreciate you as a loyal customer, secondly we will be in your area on X/X to conduct (spring clean-up, aeration, turf care treatment, refreshing bark, or conducting sprinkler start-ups) service and would like to put you on our schedule before it gets filled. Is there a suitable time that works for you?"

Past Customer Call Script

"I'm reaching out because we really appreciated working with you in the past. Right now, we're also offering [mention incentive under local offers section] to welcome back past customers. Would you be open to a quick visit?"



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.

A good voicemail should consist of:

- Introduction – Short as possible, name & call back
- Value differentiator – 1 or 2 sentences on why the prospect will benefit from doing business with you
- Call back – clearly and slowly state your call back information

Past Customer Voicemail Script 1

Hi (Customer Name) this is _____ from Grounds Guys at xxx-xxx-xxxx. I'm calling because we've appreciated your business in the past and are offering return customers [mention incentive under local offers section]. Once again, it's _____ from Grounds guys at xxx-xxx-xxxx.

Open Estimate Voicemail Script

Hi (Customer Name) this is _____ from Grounds Guys at xxx-xxx-xxxx. We are excited to work with you on the _____ project and wanted to see if you need anything else from us to schedule a date. Once again, it's _____ from Grounds guys at xxx-xxx-xxxx.

Past Customer Voicemail Script 2

"This is ____ with the Grounds Guys, first we appreciate you as a loyal customer, secondly we will be in your area on X/X to conduct (spring clean-up, aeration, turf care treatment, refreshing bark, or conducting sprinkler start-ups) service and would like to put you on our schedule before it gets filled. Let me know if X/X works for you or please call or text me at XXX-XXX-XXXX so I can follow-up with 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.

- **Payment Option** – We are following up on your recent project estimate, and we can offer you (flexible payment options with NBLY finance, 12 months same as cash, or x.99% for 5 years).
- **Satisfaction Guarantee** – Example: *“Try us again risk-free! If you're not happy after the first visit, we'll make it right at no cost.”*
- **Enhancement Credit** - Sign your maintenance contract by March 15th and receive an incentive of XX% of maintenance contract value towards landscape projects on your property.
- **Free First Service with Seasonal Package** – Example: *“Sign up for a full-season lawn maintenance plan and get your first mow or fertilization treatment free!”*
- **Bonus Service Upgrade** – Example: *“Book an irrigation repair, and we'll include a free system inspection to ensure peak performance.”*
- **Bundle & Save** – Example: *“Schedule both landscape lighting and irrigation repair and get a complimentary garden bed refresh (or other service)!”*
- **Loyalty Credit** – Example: *“Come back to us and get \$50 in Grounds Guys Credit toward any future service.”*
- **Priority Service** – Example: *“We will be in your neighborhood on X/X. Returning customers get VIP scheduling—first pick of appointment slots and faster service.”*

These offers are suggestions. You are not limited to these. Feel free to offer what you know will work best for your business and clientele.



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!**

The Grounds Guys' Prizes

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

What will I be competing for?

- Increased sales, bragging rights, and stronger customer relations.
- Top franchise owners
 - **First Place:** 1 National Conference Registration (1 foreach tier)
 - **Second Place:** Grounds Guys Branded wear from GetNoticed valued at \$200
 - **Third Place:** Grounds Guys Branded wear from GetNoticed valued at \$150
- Team members – recognized based upon drawing (10 appointments registered = 1 drawing entry)
 - **First Place:** \$200 gift card
 - **Second Place:** \$100 gift card
 - **Third Place:** \$50 gift card

How will winners be determined?

- National Contest criteria: Qualified entries based on appointments recorded through contest period.
- All ties will be determined by raffle.
- Only 1 prize eligible per organization.
- We encourage owners to provide additional incentives to their staff outside of our prizes

What is the eligible timeframe:

- March 12th through May 21st

How will winners be announced?

- We will announce winners on our Tier Calls, Town Hall, & e-newsletter.



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!