

EVERY DIAL COUNTS.  
ONLY THE BOLD RISE.

neighborly



THE  
DIAL GAMES

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WINDOW  GENIE®

WINDOW CLEANING • PRESSURE WASHING • HOLIDAY LIGHTING • GUTTER CLEANING • WINDOW TINTING

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

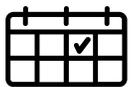
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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:

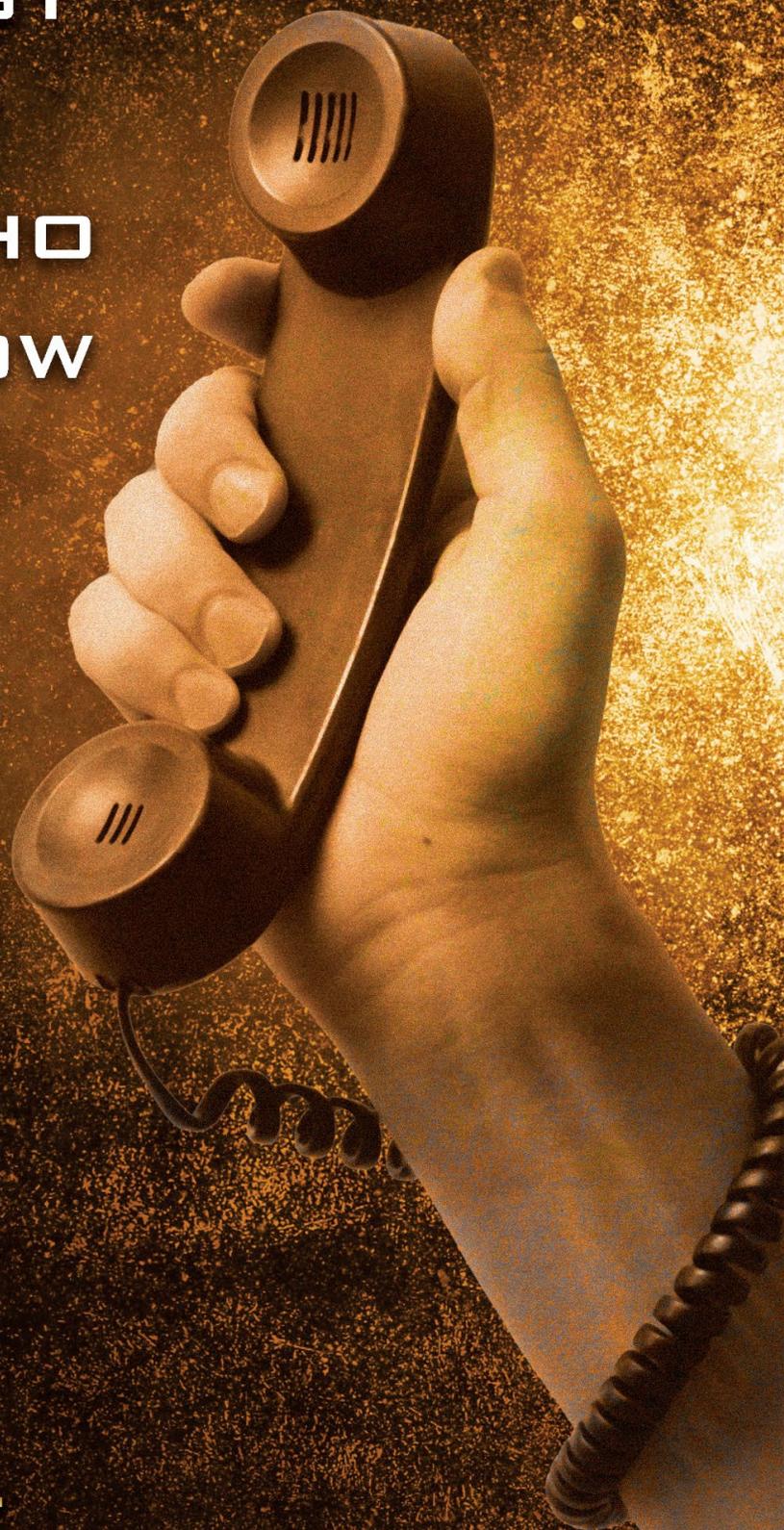
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone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



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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 someone who has previously purchased a service with Window Genie.

## Prioritization Criteria

Prioritize customers who were more recently engaged:

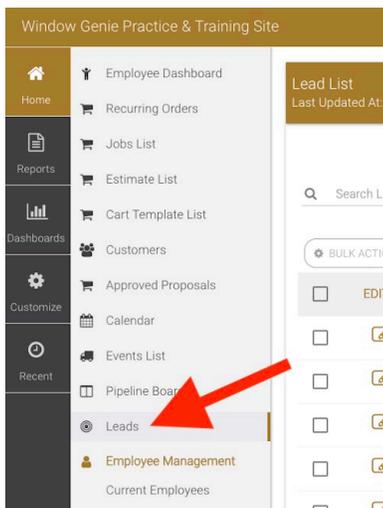
1. Had a job performed in the last 3 years
2. Any unconverted leads or estimates in the last 3 years

# Gather Your List

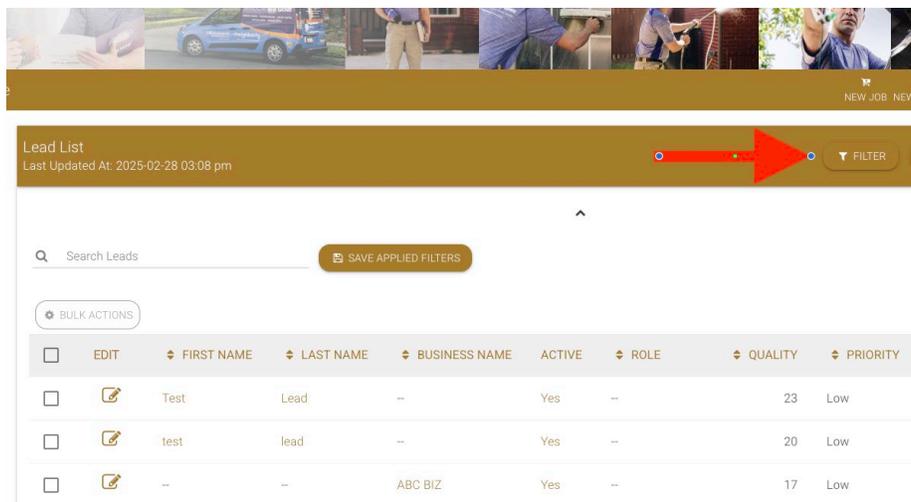
## Steps to Pull your Past Customer Contacts

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 Preston Ritchie at [Preston.ritchie@nbly.com](mailto:Preston.ritchie@nbly.com) or by phone at (713) 554-6901.

### Step 1: From the home page, click **Leads**

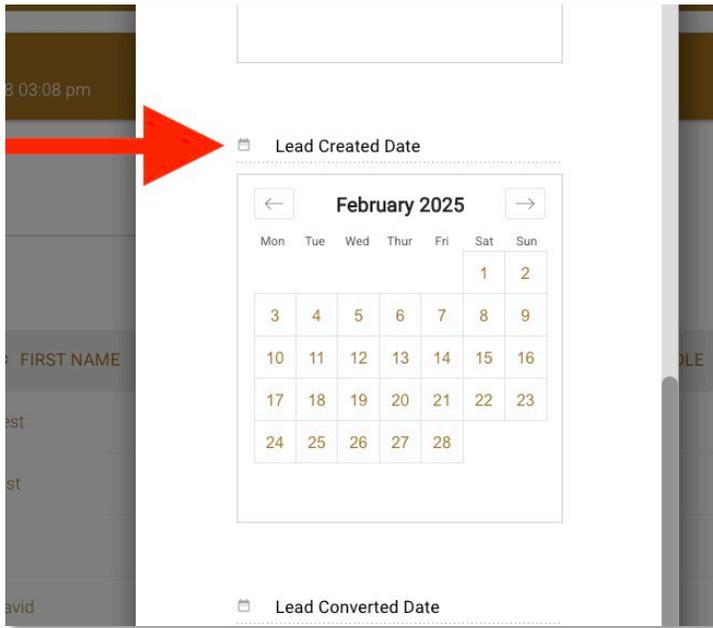


### Step 2: On the top right, click **Filter**

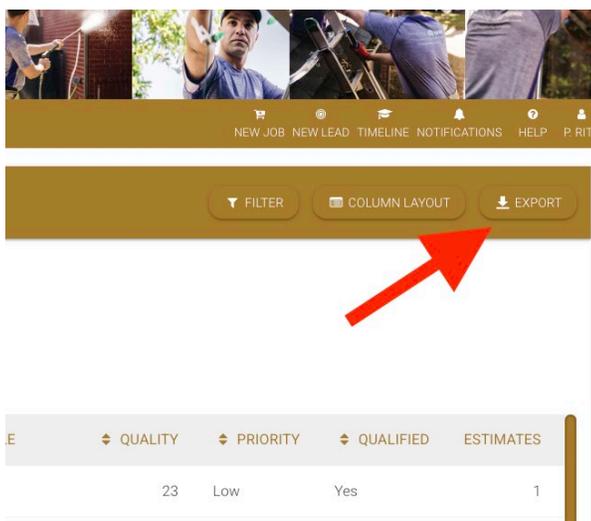


# Gather Your List

**Step 3:** Scroll down to Lead Filter and select date range in the "Lead Created Date" and apply filter.



**Step 4:** Click **Export** and select your name. The report will be emailed to you.

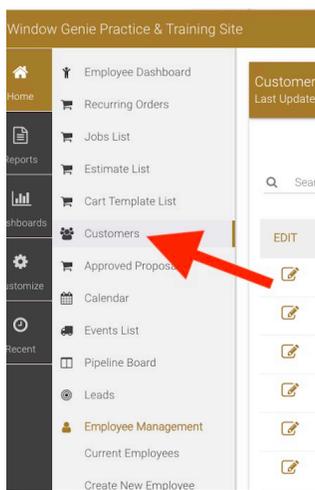


# Gather Your List

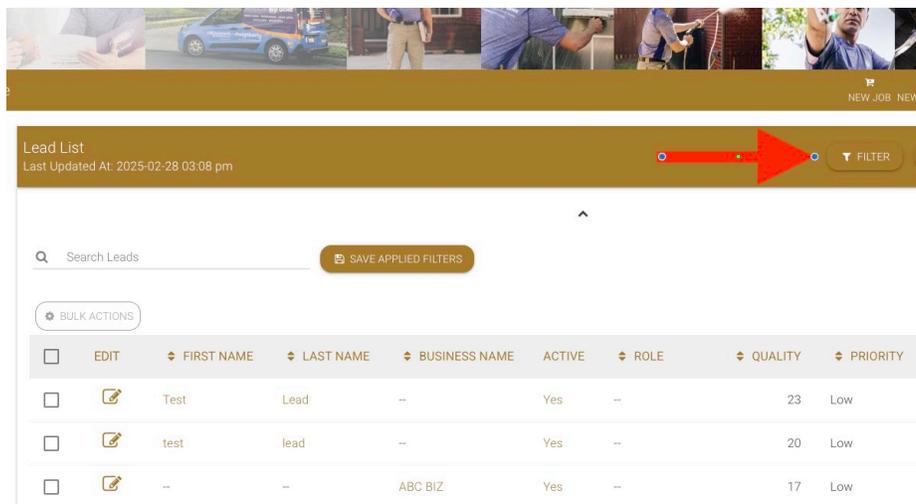
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### Step 1: From the home page, click **Customers**

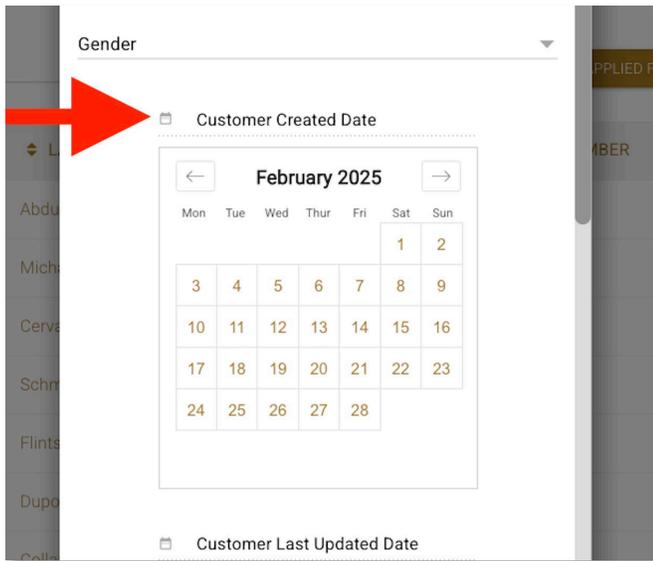


### Step 2: On the top right, click **Filter**

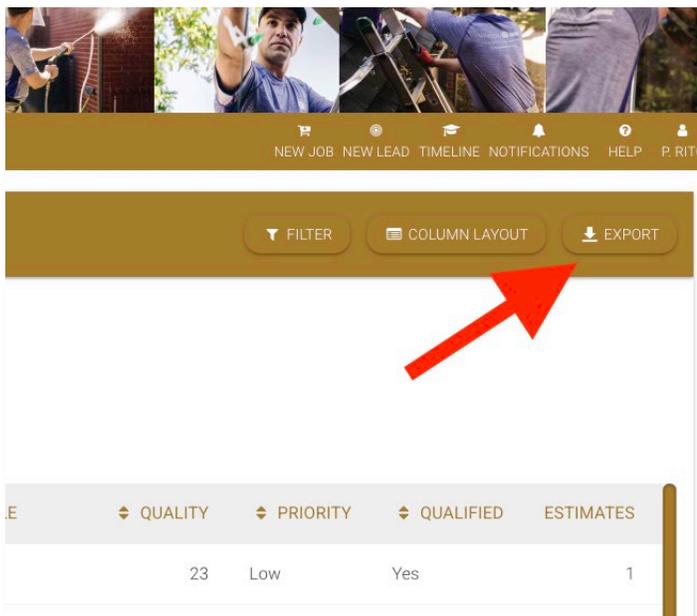


# Gather Your List

**Step 3:** Scroll down to Customer Filter and select date range in the "Customer Created Date" and apply filter.



**Step 4:** Click **Export** and select your name. The report will be emailed to you.

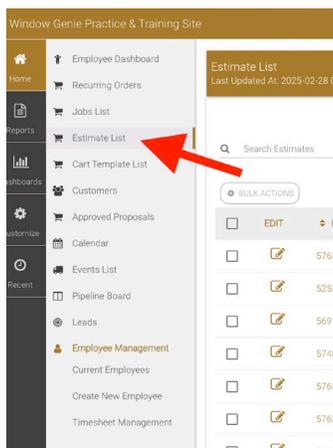


# Gather Your List

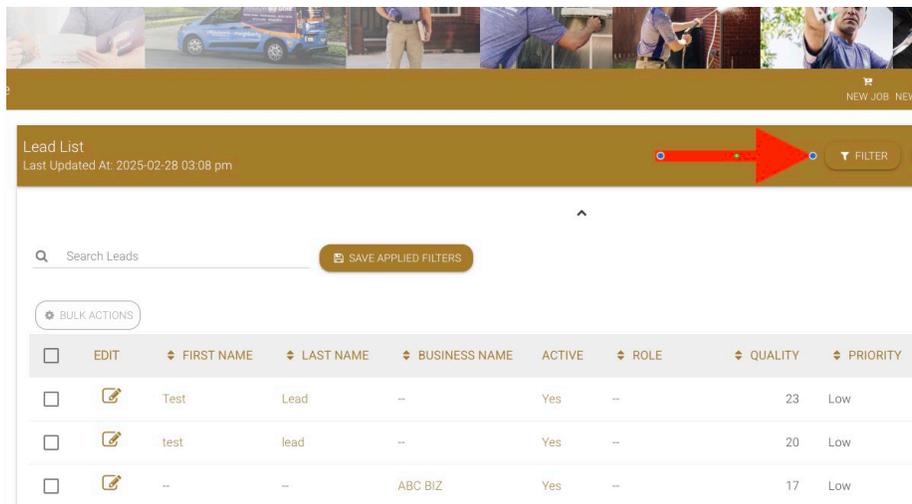
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### Step 1: From the home page, click **Estimate List**



### Step 2: On the top right, click **Filter**



# Gather Your List

**Step 3:** Scroll down to Estimate Filter and select **Estimate** and **Retired** check boxes.

Estimate Filters

Estimate Name \_\_\_\_\_ Estimate Number \_\_\_\_\_

Estimate  Retired

Estimate Status  **SELECT ALL**

Estimate

Retired

Converted

**Step 4:** Scroll down to **Estimate Created Date** and select date range and apply filter.

Estimate Created Date

Any

Estimate Pipeline and State

Any

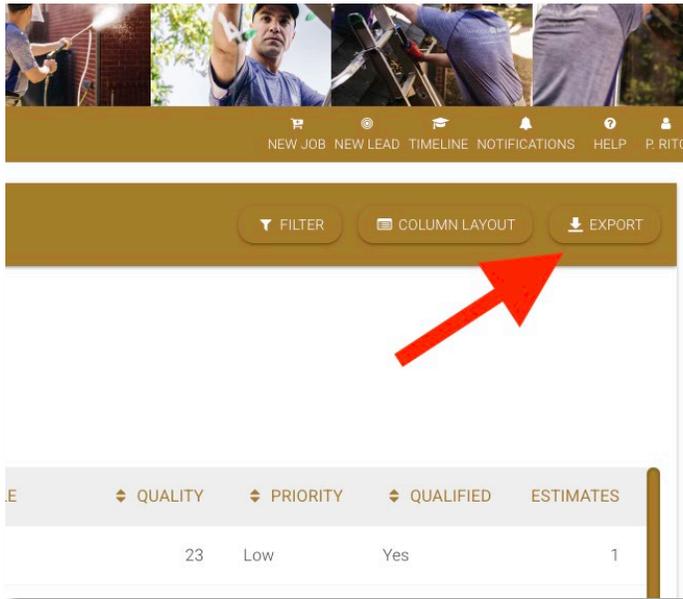
Estimate Created Date

Mon	Tue	Wed	Thur	Fri	Sat	Sun
					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		

Estimate Converted Date

# Gather Your List

**Step 5:** Click **Export** and select your name. The report will be emailed to you.



# 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: Special Offer for Previous Customers

### Introduction:

"Hi [Customer's Name], this is [Your Name] from Window Genie of [DBA]. How have you been?"

*(Pause and engage in friendly small talk if appropriate.)*

### Purpose of the Call:

"I'm reaching out because you've previously used our [Service], and we really appreciate your business. Right now, we're offering a special deal just for our past customers—\$50 off any of our maintenance services, including gutter cleaning, pressure washing, window cleaning, holiday lighting, or window film."

### Additional Value:

"On top of that, if you're interested in setting up a regular maintenance plan, you could save and keep the exterior of your home looking great all year."

### Call to Action:

"Would you like me to go over the details of the services or help you schedule something?"

*(Handle any questions, objections, or scheduling needs.)*

### Closing:

"I'd love to help you take advantage of this special offer. When would be a good time for us to get you on the schedule?"

*If they're not ready:*

"No problem! I can send you a quick reminder about the offer. Would you prefer a text or email?"

"Thanks again for your time, [Customer's Name]! We appreciate your business and look forward to helping you again soon."



# Call Scripts Ideas

## Call Script 2: Special Offer on Window Film & Permanent Lighting

### Introduction:

“Hi [Customer's Name], this is [Your Name] from Window Genie of [DBA]. How have you been?”

*(Pause and engage in friendly small talk if appropriate.)*

### Purpose of the Call:

“I’m reaching out because you’ve previously used our maintenance services—whether it was window cleaning, pressure washing, or gutter cleaning—and we really appreciate your business. Since you’ve trusted us with your home’s upkeep, we wanted to offer you an exclusive deal on two of our most popular services: window film and permanent holiday lighting.”

### Special Offer:

“Right now, we’re offering a \$100 special discount just for our past maintenance customers. If you’ve ever considered window film to reduce glare, improve energy efficiency, or add privacy, or if you’ve thought about permanent holiday lighting for effortless year-round beauty, now’s a great time to take advantage of this limited-time offer.”

### Call to Action:

“Would you like to hear more about how either of these could work for your home? I’d be happy to go over details and answer any questions.”

*(Handle any questions, objections, or scheduling needs.)*

### Closing:

“I’d love to help you take advantage of this special offer. When would be a good time for us to set up a consultation?”

*If they’re not ready:*

“No problem! I can send you some details, so you have them on hand. Would you prefer a text or email?”

“Thanks again for your time, [Customer's Name]! We appreciate your business and look forward to helping you again soon.”



# Call Scripts Ideas

## Call Script 3: Special Promotion for Unsold Estimates

### Introduction:

"Hi [Customer's Name], this is [Your Name] from [Window Genie of (name here)]. How have you been?"

*(Pause for small talk if appropriate.)*

### Purpose of the Call:

"The reason I'm calling is that we're running a special promotion that will save you money on our services. Since you had an estimate with us before, I wanted to reach out and let you know about it."

### Special Offer:

"Right now, we're offering \$50 off any of our services, including window tinting, holiday lighting, window cleaning, pressure washing, or gutter cleaning. And if you're looking for ongoing maintenance, you could save 10 to 30% with our Genie care packages."

### Call to Action:

"Would you like to go over the details and see if now is a good time to move forward?"

*(Handle any questions, objections, or scheduling needs.)*

### Closing:

"I'd love to help you take advantage of this offer. When would be a good time to get you scheduled?"

*If they're not ready:*

"No problem! I can send you the details, so you have them on hand. Would you prefer a text or email?"

"Thanks again for your time, [Customer's Name]! Let us know if we can help."



# 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: Previous Customers (All Services)**

“Hi [Customer's Name], this is [Your Name] from Window Genie of [DBA]. I just wanted to reach out and let you know we're running a special promotion—\$50 off any of our maintenance services like window cleaning, pressure washing, and gutter cleaning. Plus, you can save 10 to 30% with one of our packages. Give me a call at [Phone Number] if you'd like to take advantage of this offer. Hope to hear from you soon!”

## **Voicemail Script 2: Previous Customers (Window Film or Permanent Lights Offer)**

“Hi [Customer's Name], this is [Your Name] from Window Genie of [DBA]. I wanted to let you know about a special promotion we're running for past customers. Right now, we're offering exclusive \$100 savings on window film and permanent holiday lighting. If you've ever thought about reducing glare, improving energy efficiency, or having effortless holiday lights year-round, this is a great time to do it! Give me a call at [Phone Number] to learn more. Hope to talk soon!”

## **Voicemail Script 3: Unsold Estimates**

“Hi [Customer's Name], this is [Your Name] from Window Genie of [DBA]. I wanted to follow up because we're running a special promotion right now that could save you \$50 on any of our services, including window film, holiday lighting, window cleaning, pressure washing, or gutter cleaning. Plus, you can save even more with a regular maintenance plan. Give me a call at [Phone Number] if you'd like more details. Hope to hear from you soon!”



# Local Offer Ideas – Annual Maintenance

We highly recommend you have local offers to entice past customers to book another service! 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.

## 1. Genie Radiant Package

**Offer:** Get **30% off** when you schedule **six services of your choice**. This is a comprehensive package ideal for high-use homes.

**Details & Disclaimers:** Services must be scheduled in advance and can include window cleaning, pressure washing, gutter cleaning, house washing, holiday or permanent lighting, window tinting and more. Cannot be combined with other promotions.

## 2. Genie Bright Package

**Offer:** Get **20% off** when you schedule **four services of your choice**. This is a seasonal upkeep package ideal for balanced care of your home.

**Details & Disclaimers:** Services must be scheduled in advance and can include window cleaning, pressure washing, gutter cleaning, house washing, holiday or permanent lighting, window tinting and more. Cannot be combined with other promotions.

## 3. Genie Clean Package

**Offer:** Get **10% off** when you schedule **two services of your choice**. This is a quick refresh package ideal for light home maintenance.

**Details & Disclaimers:** Services must be scheduled in advance and can include window cleaning, pressure washing, gutter cleaning, house washing, holiday or permanent lighting, window tinting and more. Cannot be combined with other promotions.



# Local Offer Ideas – Film/YHL

## 4. Beat the Heat Window Film Deal

**Offer:** Get **\$100 off window film installation** plus a free heat-reduction assessment to help lower energy costs this summer.

**Details & Disclaimers:** Minimum purchase required. Offer valid for residential and commercial properties. Cannot be combined with other promotions.

## 5. Light Up for Less – Holiday Lighting Special (temporary and permanent lighting solutions)

**Offer:** Book your holiday lighting installation by **[date]** and receive **\$200 off plus a free gutter inspection.**

**Details & Disclaimers:** Offer valid for new lighting customers only. Booking must be completed by the promotional deadline. Custom design includes layout recommendations but does not cover custom-built fixtures. Gutter check may be upgraded to full gutter system clean out and inspection (\$100 value applied as a discount.)

# 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!**