Secret to Success

“Selling is making enough sales calls, make the right type of sales calls, and calling on the right type of customers. Once you get a customer — work to keep them. It’s easy to get a customer — it’s a lot harder to keep them.”

Jerry met his KSBDC consultant, Frank Choriego, through his Emprise Bank commercial lending officer. Jerry was considering an expansion and acquisition. Four locations and 50 employees now makeup the ServiceMaster Clean In a Wink franchise network. Jerry credits the support he received from his franchise system and the KSBDC with the success he has had in expanding his business. “I have great support through our ServiceMaster Franchise System, but KSBDC brings a valuable outside perspective that is more focused in my local economy with knowledge of my industry as a whole and various other industries. I have worked on strategic planning with KSBDC, worked through acquisition issues, worked on management structure, and financial planning,” he said.

Professional consulting, a supportive franchise system and making family a priority have enabled Jerry to stay focused and keep growing professionally. It appears that he has developed a successful formula as an entrepreneur, husband and father.

“Our success is due to God’s blessing, making our marriage and our family a priority, learning to live within our means, not being afraid of hard work and long hours, valuing each customer, making quality and consistency mandatory, learning to focus on the customers who send us most of my business, finding ways to keep marketing and referrals going even when we were busy, and succeeding more times than I failed. (I’ve failed plenty of times).”

“KSBDC helps bring valuable real world perspective to planning and implementation. Their knowledge of the industry as a whole, plus their skill in the local economy, makes them an invaluable resource. KSBDC is one of the best uses of tax dollars I have ever seen because it helps create and sustain jobs as well as stimulate local economies.”

Jerry E. Winkley, Owner

ServiceMaster Clean In a Wink has locations in Wichita, Hutchinson, Derby and Winfield.