

2008 Existing Business of the Year

ServiceMaster by Clean In a Wink



Owner/Managers	Jerry E. Winkley
Nature of Business	Residential/Commercial Cleaning Service
City	Wichita
County	Sedgwick
Phone	316-685-2325
Business Structure	Franchise
Business Began	1987
Employees	45
KSBDC Consultant	Frank Choriego



www.Clean-In-A-Wink.com

“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

Twenty-one years ago Jerry Winkley was looking for a career change. He had been working as a diesel mechanic and was considering family farming but was open to new ideas. He was also looking at a long-term approach for his professional and financial destiny. Each day, he and his wife would listen to Paul Harvey’s radio talk show over lunch. Repeatedly he heard Mr. Harvey mention ServiceMaster, a franchise opportunity that one day intrigued him enough to request the packet of information. In January 1988, Jerry, his wife Lisa, and their two small children moved to Wichita to start their ServiceMaster business.

“I had no knowledge of business or bookkeeping when I started,” Jerry explained. “I became a sponge for knowledge from people that were willing to teach me. I also forced myself to accept counsel I was given, even if it made me uncomfortable, so I could learn to stretch myself and acquire new skills. Cash flow was also a challenge, so I tried to learn from my mentors how to manage cash flow, kept a limit on debt, and how to market effectively.”

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).”

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.”

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

**Wichita State University
Kansas Small Business
Development Center**

5015 E. 29th St. N.
Wichita, Kansas 67220-2110
(316) 978-3193
www.wichita.edu/ksbdc

