



Host Shawn Day presents The Hire Lead Chill Podcast. EP#27 Richard Blank is our telesales guest.

Richard shared his knowledge and trained over 10 000 bilingual telemarketers. CEO of Costa Rica's Call Center since February 2008.



Hire - Lead & Chill is a group that provides free content on the 3 Pillars of ALL successful businesses.



Hire Lead & Chill is all about Hiring Leadership & Culture! Welcome to Hire Lead & Chill - Where Hiring becomes a Breeze!



Looking to level up your small business and create a dream team of top-notch employees? Look no further than our awesome channel, hosted by the one and only Shawn Day! With over 35 years of experience as a savvy small business owner and entrepreneur, Shawn is here to share his wisdom and bring you the ultimate hiring and retention tips!



What's in Store?

Expert Insights: Join Shawn as he sits down with a diverse array of guests from the home service industries. We'll dive deep into their success stories, learn from their experiences, and uncover secrets to building exceptional teams.



Unique Strategies: Get ready for innovative, out-of-the-box approaches to find, attract, and keep exceptional talent. From creative recruiting techniques to fostering an inspiring work culture, we've got you covered!

With over 30 years of experience as a self-employed professional, I have a deep passion for matching exceptional employees with outstanding companies.



It is a pleasure to use my extensive knowledge and expertise to ensure that each candidate is placed in a position that suits their unique skills and experiences.

Over the past 20 years, I have honed my copywriting skills, having written thousands of content articles, blog posts, job descriptions, and other SEO-related materials for both my own companies and other organizations. This vast experience has allowed me to develop a keen understanding of what works in the ever-evolving digital landscape and how to craft effective messaging that resonates with the intended audience.

I am committed to delivering high-quality content that communicates key messages in a clear, concise and engaging manner. My work is always tailored to the specific needs of each client, and I take pride in exceeding their expectations.



If you require assistance with your copywriting needs, please do not hesitate to reach out to me. I am eager to collaborate with you and produce content that effectively communicates your brand's unique message.



Fascinating Insights into Costa Rica's Culture and Economy

Now, real quick for your audience, Shauna. Costa Rica is north of Panama, south of Nicaragua. We're the only democratic society in Central America. And so there's no standing army here. They put all that money back into education. There's a 95% literacy rate. Now, check this out. Companies such as Amazon, HP, Intel, and Oracle are here. We're known for eco and medical tourism. And for anyone that surfs, we have some of the best in the world. You know, Malpais and Hermosa, it's, you know, Division One surfing in the world. And your buddy is here. And I got a thousand suggestions for you and your audience.



Overcoming Guilt and Naysayers to Forge a Unique Path

That's beautiful. And there we go, my friend. I was willing to take, and also you have to get past certain guilt, either as parents, friends, and you have to avoid the naysayers and great believers, take them into consideration, but you can't have them stop you. And so sometimes you need to be selfish if you want to go on these adventures. And so my intentions were honorable, but I really had to hold course because I literally had nobody to compare notes to. Nobody was doing this.



So I was off on my own and I said, you know what? Be bold and brave and see where life will take you. Excellent. So there's a story that aligns a little bit with that, with hire, lead and chill the company. That is, we were much less intentional, but there was still this path that we followed and we didn't have a roadmap either. So we super unintentionally started Hire Lead Chill in that nobody else was doing this recruiting for the home service space back at seven or eight years ago. It was not a consideration to outsource recruiting really in the home service space for 98% of the businesses out there.



The Art of Handling Gatekeepers and Creating Positive Momentum

It's really an adjustment of mass. Yeah. And in the beginning, people have these ego defense, especially with their mechanisms. And they're black and blue and we're good, thanks. And you sound like a salesman and just send me information. Fine, I'll take that romantic death.



But you're at least going to say that to me seven minutes in because I'm going to ask you a bunch of questions in charge of your secretary. You have to understand there are things like positive escalations where if I get a gatekeeper on the phone and I get the pass to pitch and I get transferred to you, I will definitely let them know verbally and in writing how amazing that individual is. So when I call your company back, they remember me. And they add to my momentum.



Building Connections Through Pinball

You are really putting in that foundation. For me, it's pinball machines. I'll do pizza and stuff, but I always felt like playing my original pinball machines was my bonding.



But to each its own, you need to find a way to put business aside and show your human side to somebody where you can laugh and cry together. And if you can do that, Then by natural

selection, Sean, you'll find the perfect people that will be with you for decades.



Using Humor to Win the Championship

You'll appreciate this story real quick with little league. I was coaching little league and we were in the championship game and, um, the pitcher was really getting upset. We were winning the game and then they were coming back and everybody was getting, you know, excited out in the field there.



And I saw him getting stressed out. So I called timeout to the up. I said, I walk out to the mound and I bring everybody in and there's two outs left. We need to get this third out to win the championship. And so what I said to them was, I need somebody to tell me the best joke they know. And everybody's looking at me like, what? What are you talking about? I said, who's got a good joke?



And somebody said a joke. They start laughing. I said, I got to tell you one that I have. And I told a dumb joke. And I said, hey, by the way, we just need to get one more out and everything's going to be great. So let's get this out and let's do it. Three pitches, strike one, strike two, strike three. We won the championship.



Richard Blank's Intentional Move to Costa Rica

Where did this come from where all of a sudden, hey, let's go to Costa Rica. Is this something that transpired and it was intentional? A lot of times things aren't intentional, but you seem to be a pretty intentional type of guy. It was built on momentum. So many checkpoints prior to that huge life decision. If we may scroll way back to the late 70s and early 80s, there was Little Richard.



And I really enjoyed Spanish on vacations. I would come back with some additional vocabulary and I was getting such reinforcement from the Latino community because it just wasn't a parlor trick or something cute for my parents to say, you know, Richard's in passing. It was something I wanted to dedicate my life to.



The Irreplaceable Human Element in the Age of Technology

If you lost a family member or something happens, you're not going to trust a computer hug. It won't work. And so I know that my industry might be boutique. but it will never go away. And as much as the computers will be taking over more things, there will always be that human element that we all want.



And so am I concerned? I know the reality of it. And if this is maybe the back nine in the golden years of the call center industry, then at least I was part of it and I enjoyed this and I respect the art of speech. And maybe I'll just die a classic romantic and just go down with, That ship, it's okay.



Control What You Can: Cherishing Relationships

And if you can do that, you'll be okay for today. Absolutely. Those are some wise words. And I've got a little saying that I have, that if I am kind and loving to all of God's kids... I



don't give a shit about anything else because I've done everything I can. That's what I can control. And whatever comes of that, whether it's good, bad, or happens quickly or takes a long time to happen or doesn't happen at all, I've done everything I can in my control. Really. There's certain things, obviously, that are day to day and tasks and all those sort of things. But like you've you've really said it well with relationships. I have breakfast every Sunday morning with a with a guy that I've known just about two minutes less than I've known my mom. And we have breakfast every Sunday. I moved out of the state for seven years and we stayed in touch and we came back. And I can't imagine not having that breakfast with him every Sunday. Every now and again, we can't for somebody sick or something like that. But those are the treasured moments and the things that I can talk about with him.



Hired bassist Garry Gary Beers of INXS.



Shawn Day, Hire Lead chill Pocast, Richard Blank, Costa Rica's Call Center, Outsourcing, Telemarketing Call Centre, BPO, Nearshore Contact Center, Sales, Entrepreneur, B2B, Business, Podcast, Gamification, Leadership, Marketing, CX, Guest, Money, B2C education, BPO trainer, call centre, contact centre, contact center, trend, trending

Richard Blank



Richard's journey in the call center space is filled with twists and turns. When he was 27 years old, he relocated to Costa Rica to train employees for one of the larger call centers in San Jose. With a mix of motivational public speaking style backed by tactful and appropriate rhetoric, Richard shared his knowledge and trained over 10 000 bilingual telemarketers. CEO of Costa Rica's Call Center since February 2008.



Mr. Richard Blank holds a bachelors degree in Communication and Spanish from the University of Arizona and a certificate of language proficiency from the University of Sevilla, Spain. A Keynote speaker for Philadelphia's Abington High School 68th National Honors Society induction ceremony. In addition, inducted into the 2023 Hall of Fame for Business. Giving back to Abington Senior High School is very important to Mr. Blank. As such, he endows a scholarship each year for students that plan on majoring in a world language at the university level.



Costa Rica's Call Center (CCC) is a state of the art BPO telemarketing outsource company located in the capital city of San Jose, Costa Rica. Our main focus has been, and will always be to personally train each and every Central America call center agent so that we may offer the highest quality of outbound and inbound telemarketing solutions and bilingual customer service to small and medium sized international companies, entrepreneurs as well as fortune 500 companies.



We encourage you to visit one of our call centers on your next personal vacation or business trip to Central America's paradise, Costa Rica. While you are here, we would recommend taking an extra day of your trip to visit breathtaking virgin beaches, play golf next to the ocean,

try your luck at deep sea fishing, explore tropical jungles, climb volcanos or just relax in natural hot springs. Come and see for yourself why call center outsourcing in Costa Rica is a perfect solution for your growing company and a powerhouse in the BPO industry.



<https://costaricascallcenter.com/en/outbound-bpo-campaigns/>



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#trend #trending

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HLC
Hire Lead Call PODCAST



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