

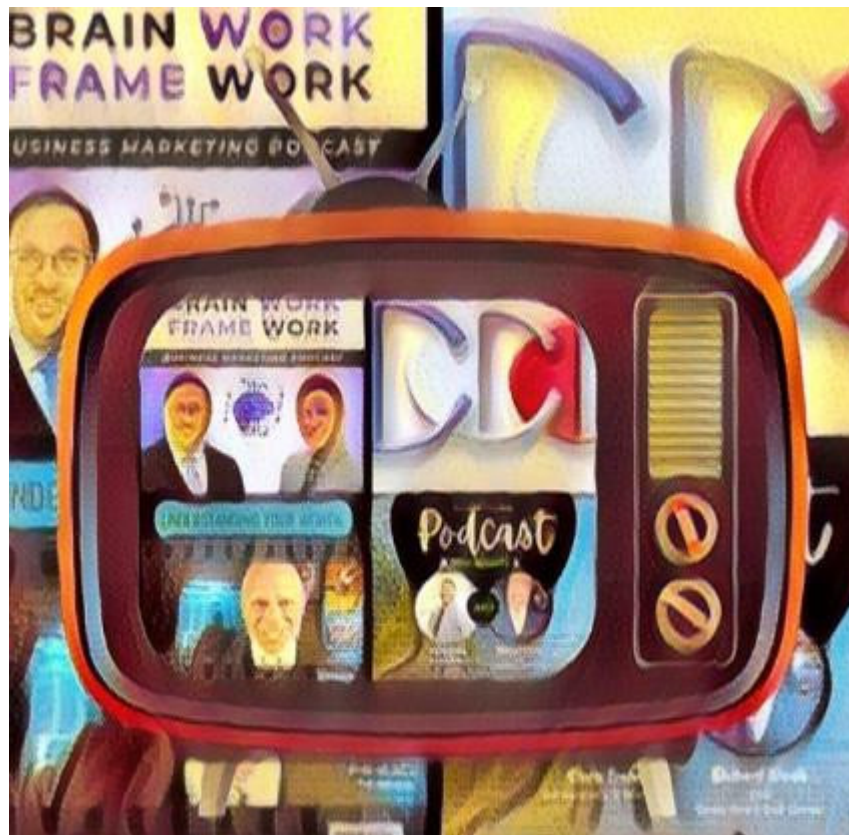


Brain Work Frame Work Podcast. Vision to Venture: Building a Telemarketing Empire with Richard Blank

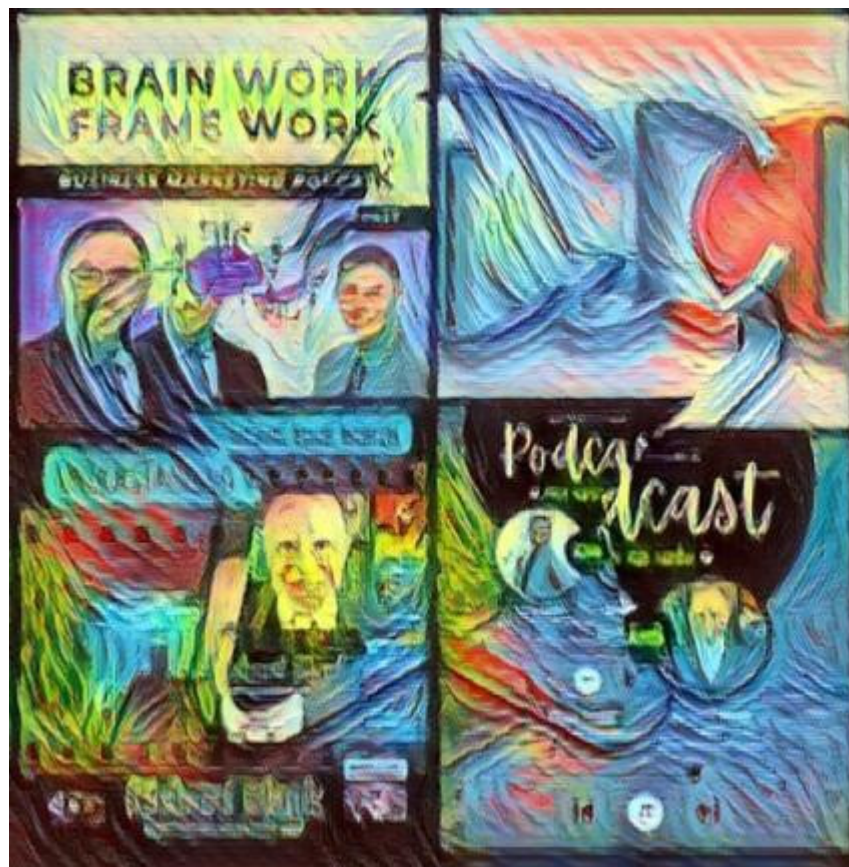
Join us in this episode as we dive into the incredible journey of our guest Richard Blank, who embarked on a vision quest at 27, moving abroad to Costa Rica and founding Costa Rica's Call Center (CCC) from scratch. Our guest, Richard Blank, shares insights on taking chances.



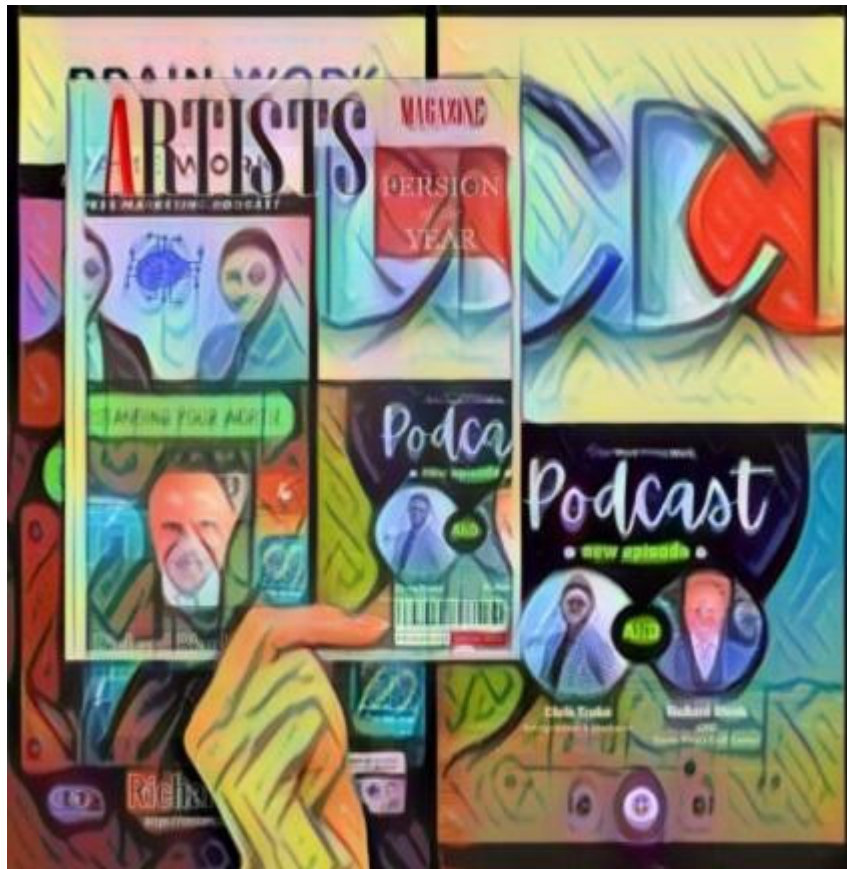
Welcome to Brain Work Frame Work, where seasoned professionals Adam and Chris share their wealth of experience and insights in the realms of Business, Sales, and Entrepreneurship with other like-minded business owners.



Share your wins and loses, tips and tricks, and your journey through entrepreneurship.



Join us in this episode as we dive into the incredible journey of our guest Richard Blank, who embarked on a vision quest at 27, moving abroad to Costa Rica and founding Costa Rica's Call Center (CCC) from scratch.



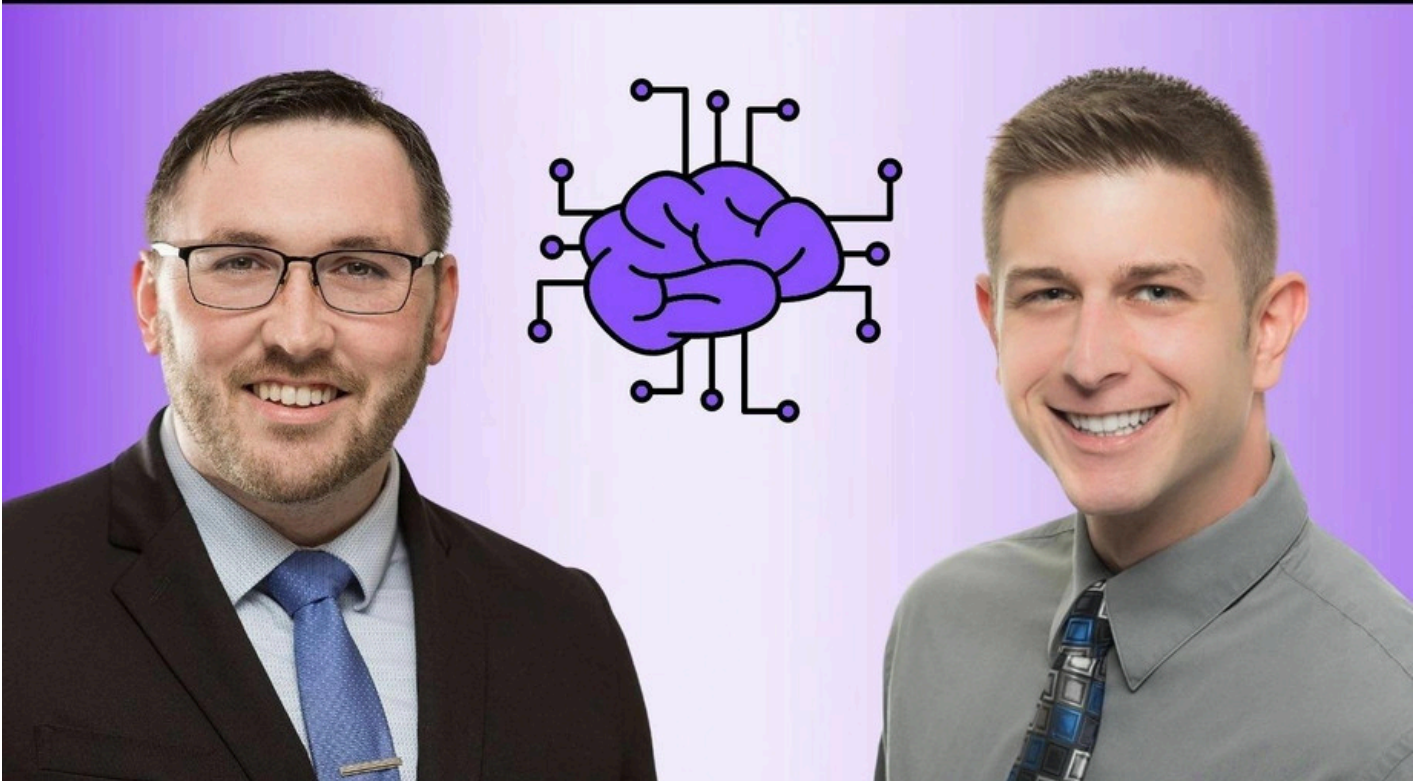
Our guest, Richard Blank, shares insights on taking chances, advanced telemarketing strategies, conflict management, soft skills, customer support, rhetoric, gamification, pinball machines, employee motivation, and the art of phonetic micro expression reading. Discover the secrets behind CCC's success and the lessons learned along the way.



Adam and Chris

BRAIN WORK FRAME WORK

BUSINESS MARKETING PODCAST



Adam boasts a decade-long tenure in the Insurance Industry, and establishing his own agency in 2020. With a rich background in sales and service, Adam brings invaluable perspectives to the table, prioritizing exceptional customer experience—both pre and post-sale. His commitment to excellence is unwavering, and optimism is not just a word but a guiding principle in his approach.



Chris Troka:

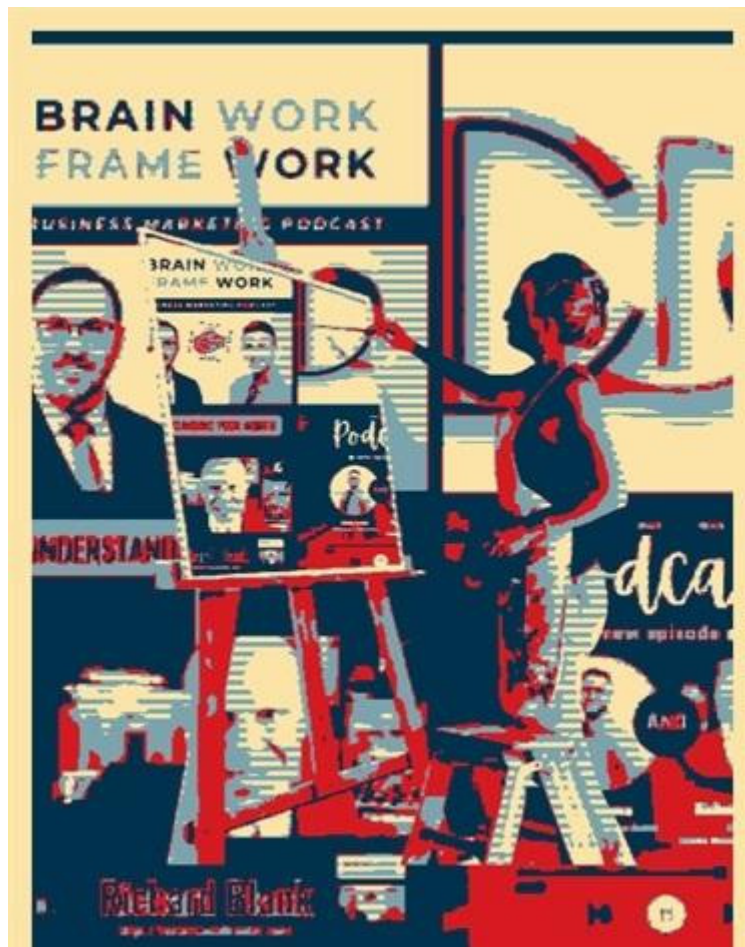
As a founder and owner of two businesses, I have more than 10 years of experience in creating, improving, and accelerating businesses. I am passionate about helping entrepreneurs and business owners achieve their goals and exceed their expectations.



Chris has been an entrepreneur for over 10 years. After starting and growing a successful Award-Winning Wedding DJ business, Chris finished his Marketing degree in 2021. Chris now helps other business owners with web design, digital marketing and software solutions to build a better business.



I offer website, marketing and technology services that leverage AI, Automation, CRM, and social media to build relationships and generate leads. I am certified by HubSpot and Google in inbound marketing, social media, and Google My Business, and earned my Marketing Degree in 2021. I also run a successful wedding DJ and photo booth service that has won multiple awards from The Knot. I pride myself on providing above and beyond customer service with timely communication and results.

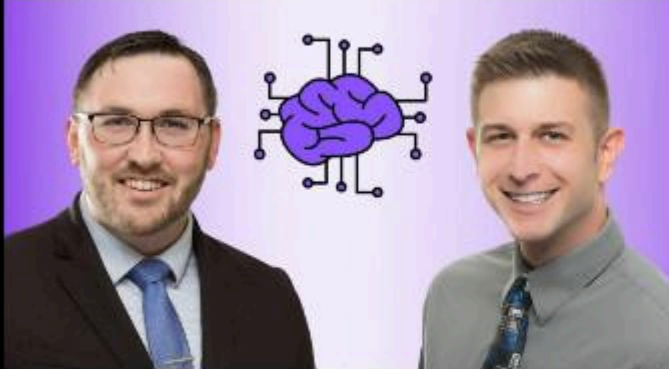


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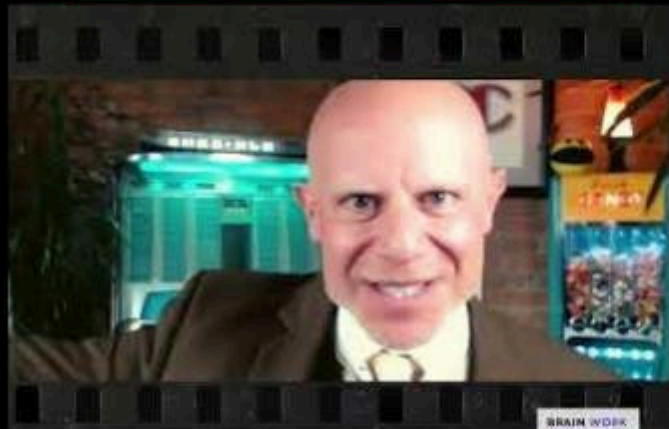
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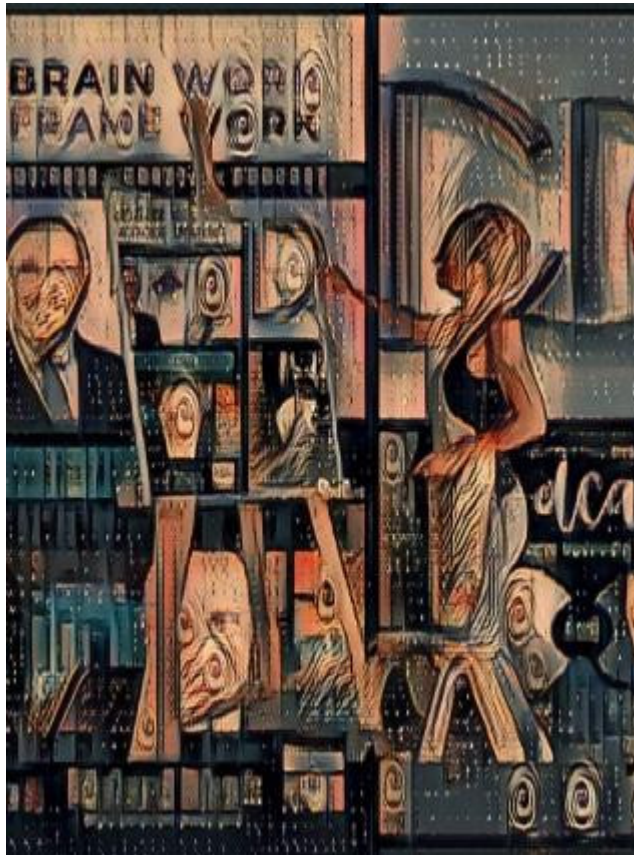
UNDERSTANDING YOUR WORTH.



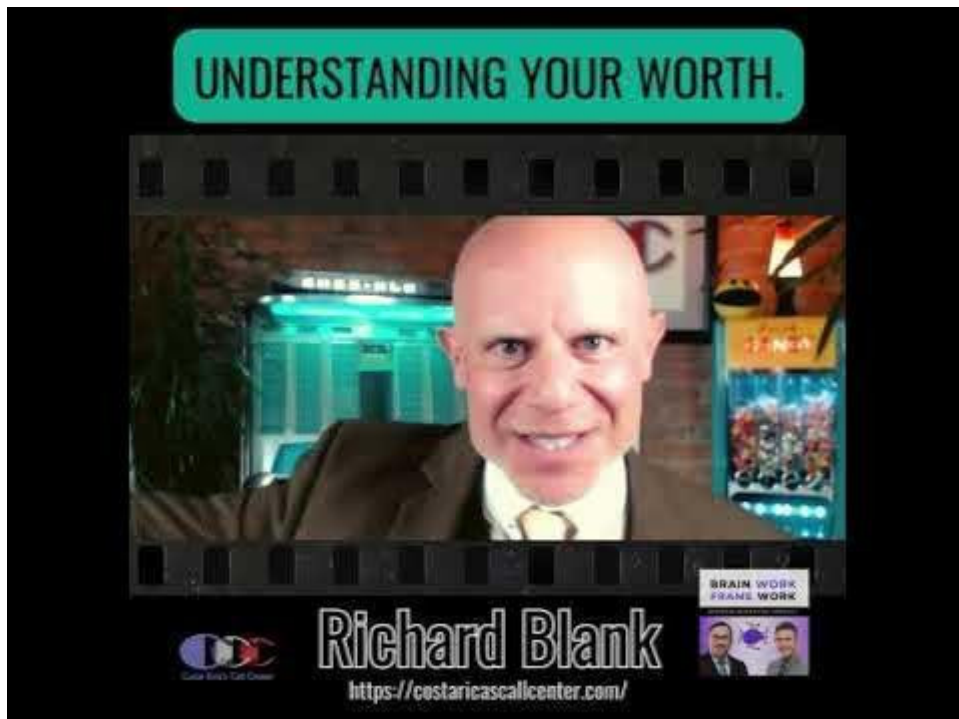
Richard Blank
<https://costaricascallcenter.com/>



Adam brings invaluable perspectives to the table, prioritizing exceptional customer experience—both pre and post-sale. His commitment to excellence is unwavering, and optimism is not just a word but a guiding principle in his approach.



Having successfully founded and expanded an Award-Winning Wedding DJ business, Chris further honed his expertise by completing his Marketing degree in 2021. Today, he extends his wealth of knowledge to fellow business owners, specializing in web design, digital marketing, and software solutions.



Join us as Adam and Chris delve into the intricacies of entrepreneurship, offering insights and strategies to help you build a better business.

Reinventing Work Relationships: Checkpoints Over Burnout

Of course, you had mentioned the six-month mark where people, you know, they fall out of love. I don't believe in that. I believe in checkpoints. I believe in positive reinforcement. Let me

give you specifics for my industry because most people don't like telemarketers and I do not think the majority of your audience are CEOs of call centers. They didn't sell their soul like I did for this golden fiddle. So anyway, in my industry, there are certain things that I can do. It's a luxury trade. Besides making or receiving phone calls, these individuals are bilingual, which bears the mark of higher education.

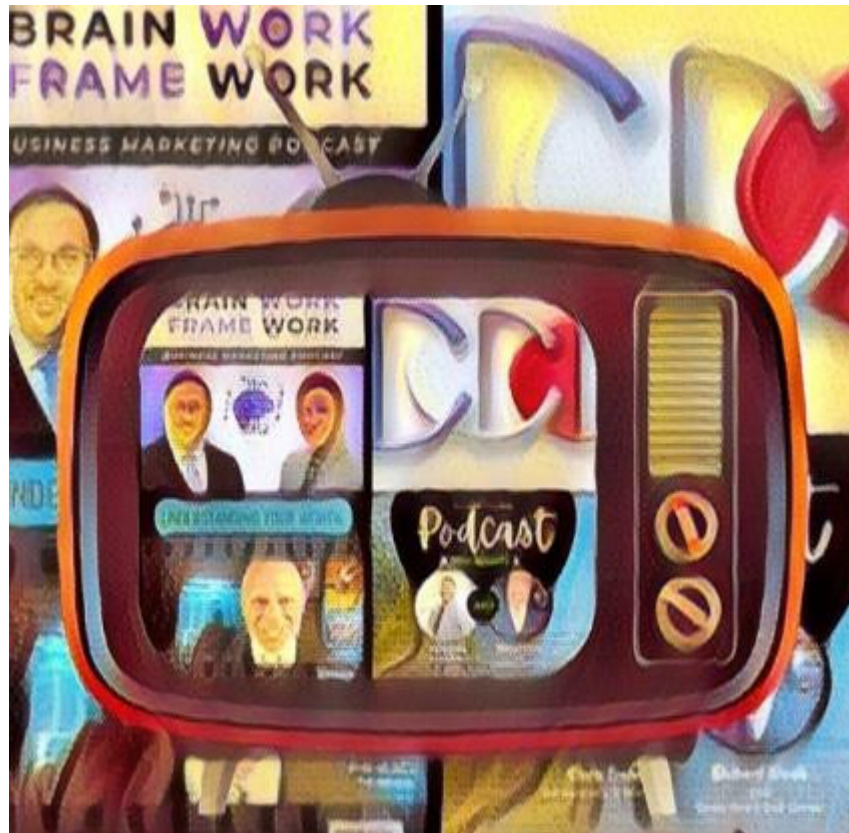


The Power of Simplicity and Connection

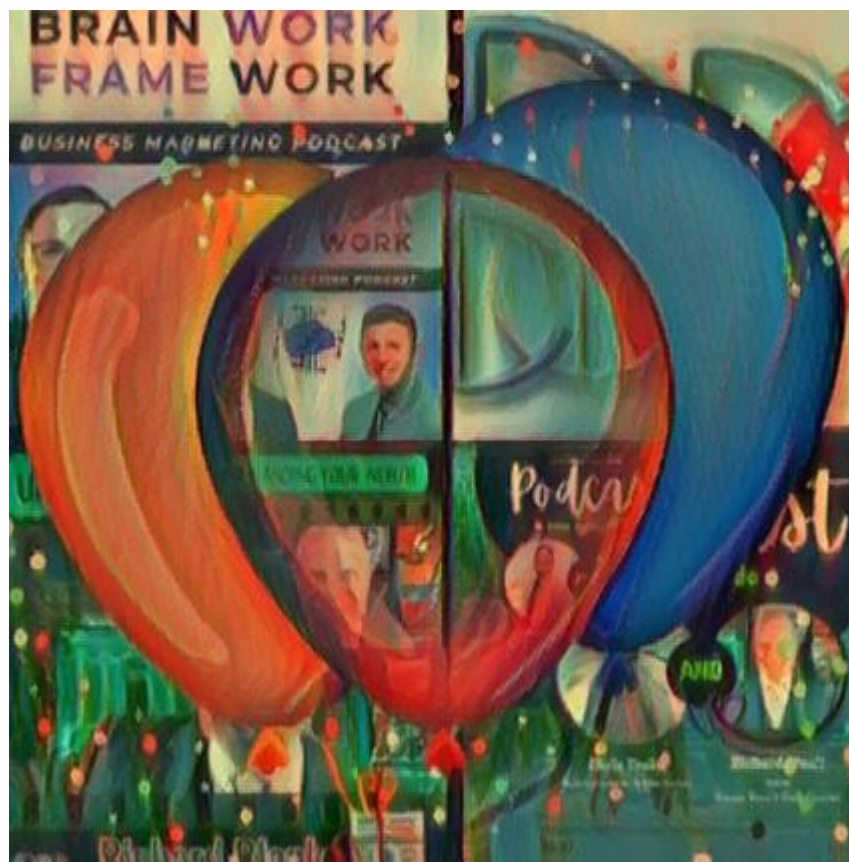
You're not moving. The fact that we connected that way, everything is good. You're not going to fumble. And so my main focus for you, for your, for your telemarketers inbound outbound for entrepreneurs, there's always that like Luke Skywalker, one shot, little hole blew up a whole thing. Achilles heel, a match can do an incendio can bring it down, right? Little things. A little bit of snow can be a snowball, but think of this chain reaction. And so my thing is, instead of

analyzing your script or the list or the contract, the prices, your main thing is what you learned in kindergarten. Be nice to somebody and know their name and sit down with them. And if you can reduce all of that, then at least you have a really good chance from an educated point of view, having them make a decision because it's as pure as pure can be. And I always try to get there as quickly as possible. And by doing those positive escalations, by doing the due diligence, I have taken us from a 10 to about a two.

Entrepreneurship: Slaying Dragons and Personal Growth



A lot of people will decide to live their own life and not fulfill the lives of others. And so did it break some hearts? I guess. But then again, my friend, We all need to leave our own castles to slay dragons and save princesses. And if someone's holding you back, you're never going to go on a roller coaster and experience life. And so my argument was to live.



And I could have always clicked my heels and come home and been in the family business. But I wanted to try. I had some grit. I had some vigor. And I know that at the end of the day, I wanted to look at myself in the mirror and know that I went 15 rounds. That's the kind of forced march that people are on as entrepreneurs. Those are the sort of moments of clarity you have when you ask yourself, do I continue or do I stop?



The Power of Silence in Communication

So you're not going to really know the sound unless you have the silence. And the silence, in my opinion, speaks much more than your tone, your rate, and your pitch, because that is inside of you, right? And so if you're looking for certain tell signs, if people are facetious with you or you need additional clarification, those would be the times, in my opinion, that you should interject and ask for that clarification question because something's just not right.



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. Richard Blank has the largest collection of restored American Pinball machines and antique Rockola Jukeboxes in Central America making gamification a strong part of CCC culture. Richard Blank is the Chief Executive Officer for Costa Rica's Call Center since 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/>

Chris Troka, Brain Work Frame Work Podcast, 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



#ChrisTroka #BrainWorkFrameWorkPodcast #RichardBlank #CostaRica #CallCenter
#Outsourcing #Telemarketing #BPO #Sales #Entrepreneur #B2B #Business #Podcast
#Gamification #CEO



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