



The Global Marketing show with host Wendy MacKenzie Pease. Special guest CEO Richard Blank.

The podcast for global marketers to hear experts talk about opportunities and challenges in increasing multilingual lead gen and revenue. Explore the highs and lows and then delve into best practices for strategies.



The podcast for global marketers to hear experts talk about opportunities and challenges in increasing multilingual lead gen and revenue. Explore the highs and lows and then delve into best practices for strategies, technologies, processes and quality for translation, transcreation, localization and more.



Rapport International provides written translation, spoken interpretation and multilingual communication services for local and global companies. What makes them different? With

their 100% satisfaction guarantee, expert advice and devotion to people-first communication, you get the highest quality results every time, so you can thrive in your market.



Richard Blank, CEO of the Costa Rica's Call Center regales stories about pinball machines, jukeboxes, and how empathy all contributed to building a successful culture for his business.



Yet, as the conversation continues, he explains how learning to read micro expressions and body language can help you understand what's going on even if you don't speak the language.



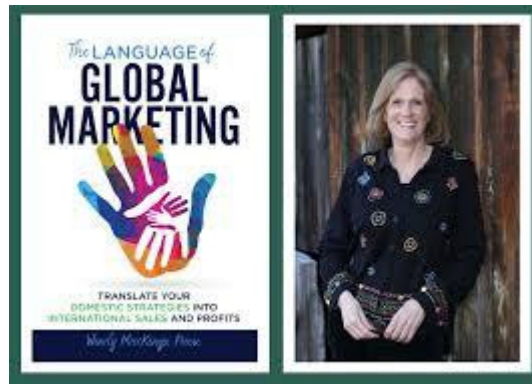
We also discuss criteria to look at when thinking about off-shoring or near-shoring for employees.

Improving Global Communications Since 1987

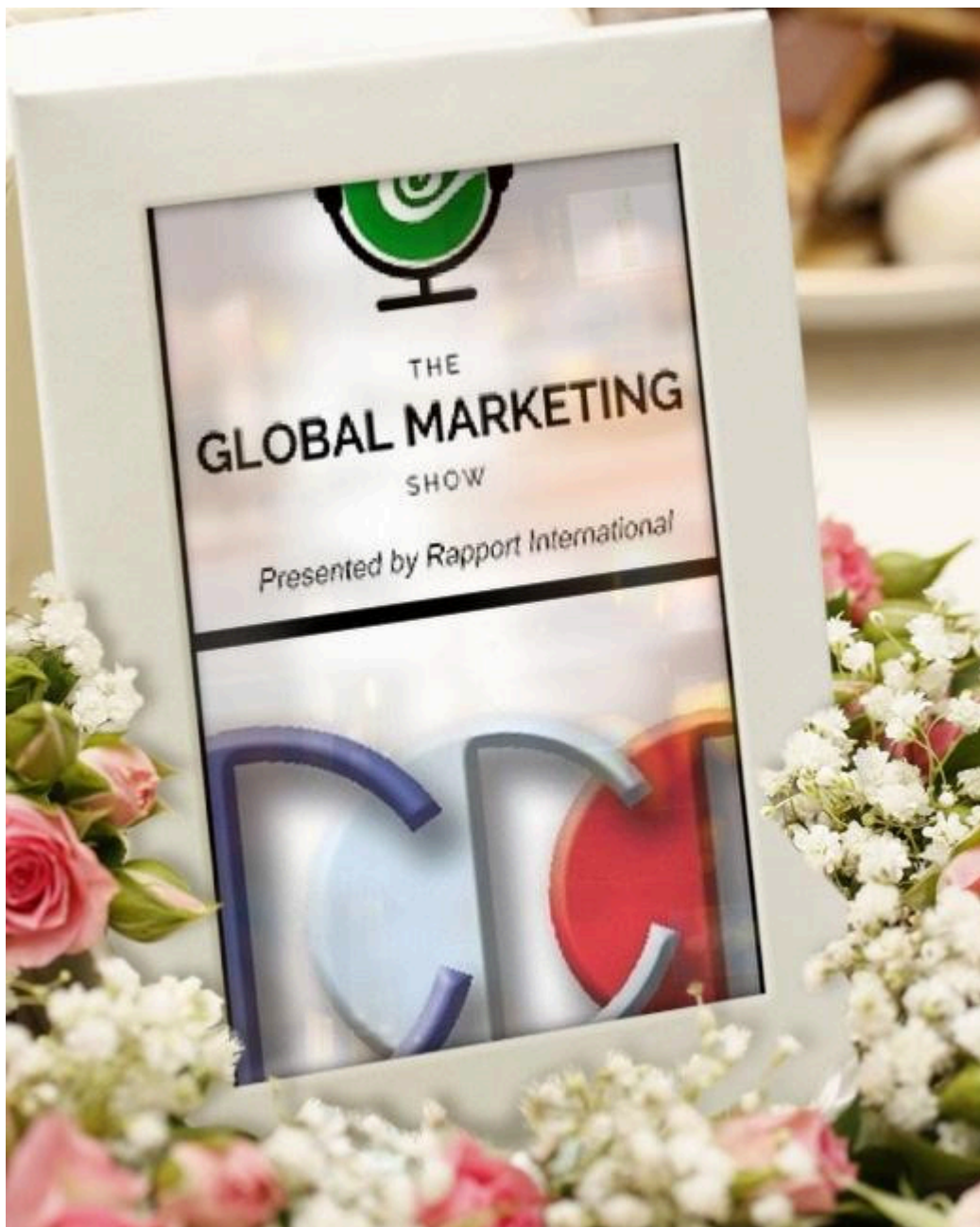


Proven results – With a global reach, Rapport International provides high-quality, culturally relevant multilingual communications – written translation, spoken interpretation, and global marketing strategy services –designed to connect you with your target audience.

Wendy MacKenzie Pease



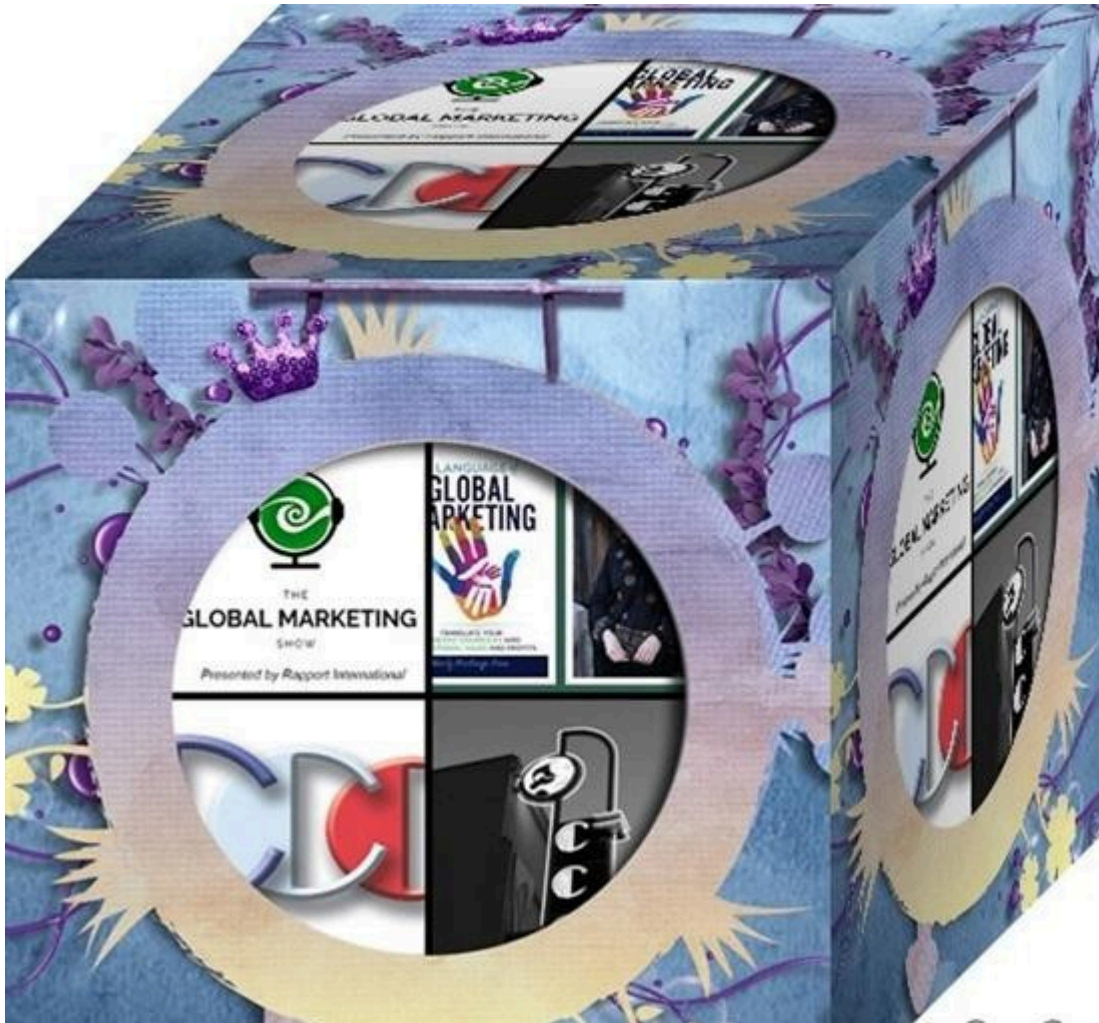
Author, Host, Speaker, Translation & Interpretation Expert – Wendy is passionate about connecting people across languages and cultures. While living around the world – in Mexico, Taiwan, the Philippines, and the US – she fell in love with the richness of international cultures and came to understand that we are all human, no matter the language we speak.



Connecting people is her superpower!

Wendy MacKenzie Pease is the owner and President of Rapport International, a Boston-

based translation and interpretation services company specializing in global marketing, medical, government, legal, and pharmaceutical/biotech translations. Throughout her career, she has worked with hundreds of companies to help them communicate across more than 200 languages and cultures.



Wendy is a creative entrepreneur with an MBA from the Tuck School of Business at Dartmouth College and a BA in Foreign Service & International Politics from Penn State. Her expertise in international relations comes from working in several international and global marketing roles and years living abroad.



A frequent speaker, writer, trainer, advisor, and avid world traveler, she is the author of *The Language of Global Marketing* and hosts *The Global Marketing Show* podcast, where experts share their life-changing experiences and real-world advice for managing the opportunities and challenges of global business.



Wendy is a board member of the Boston chapter of the Entrepreneurs' Organization (EO Boston) and the Greater Boston Convention & Visitors Bureau, co-moderator of the Soft Land Partners' Northeast chapter, and a graduate of the Goldman Sachs 10KSB program at Babson College.



1. Interpersonal Communication Conflict Management Strategy
2. Phonetic Micro Expression reading for mastering verbal tell signs.
3. The Famous Buffer-Boomerang Technique



Advanced telemarketing strategy, conflict management, interpersonal soft skills, customer support, rhetoric, gamification, pinball machines, employee motivation and phonetic micro expression reading.



Richard's vision quest journey is filled with twists and turns. At 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 over two decades.



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.



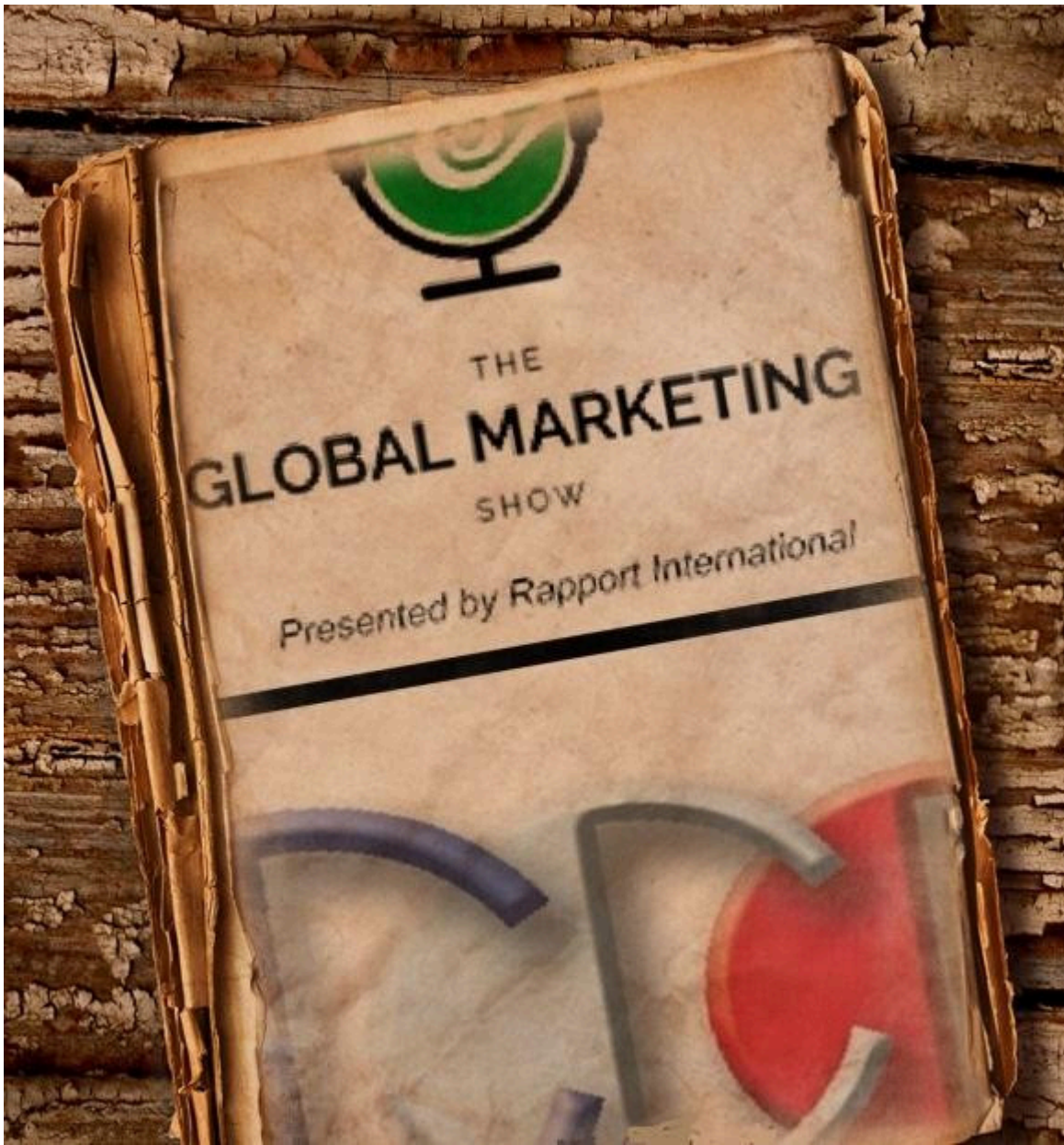
Mr. Richard Blank holds a bachelors degree in Communication and Spanish from the University of Arizona and a certificate of language proficiency from the University of Sevilla, Spain.



A Keynote speaker for Philadelphia's Abington High School 68th National Honors Society induction ceremony. In addition, entered into the 2023 Hall of Fame for Business along side other famous alumni. Paying it forward 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.



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



#WendyMacKenziePease #theglobalmarketingshow #RichardBlank #CostaRica #CallCenter #Outsourcing #Telemarketing #BPO #Sales #Entrepreneur #B2B #Business #Podcast #Gamification #CEO #learnpodcasting #podcastepisode #podcastguest #podcasting #podcastinterview #podcastplaylist #podcasts #podcastskills #podcastshow



Wendy MacKenzie Pease, the global marketing show, Richard Blank, Costa Rica's Call Center, Outsourcing, Telemarketing, BPO, Nearshore, Sales, Entrepreneur, B2B, Business, Podcast, Gamification, Leadership, Marketing, Radio, Guest, Money, education, trainer,





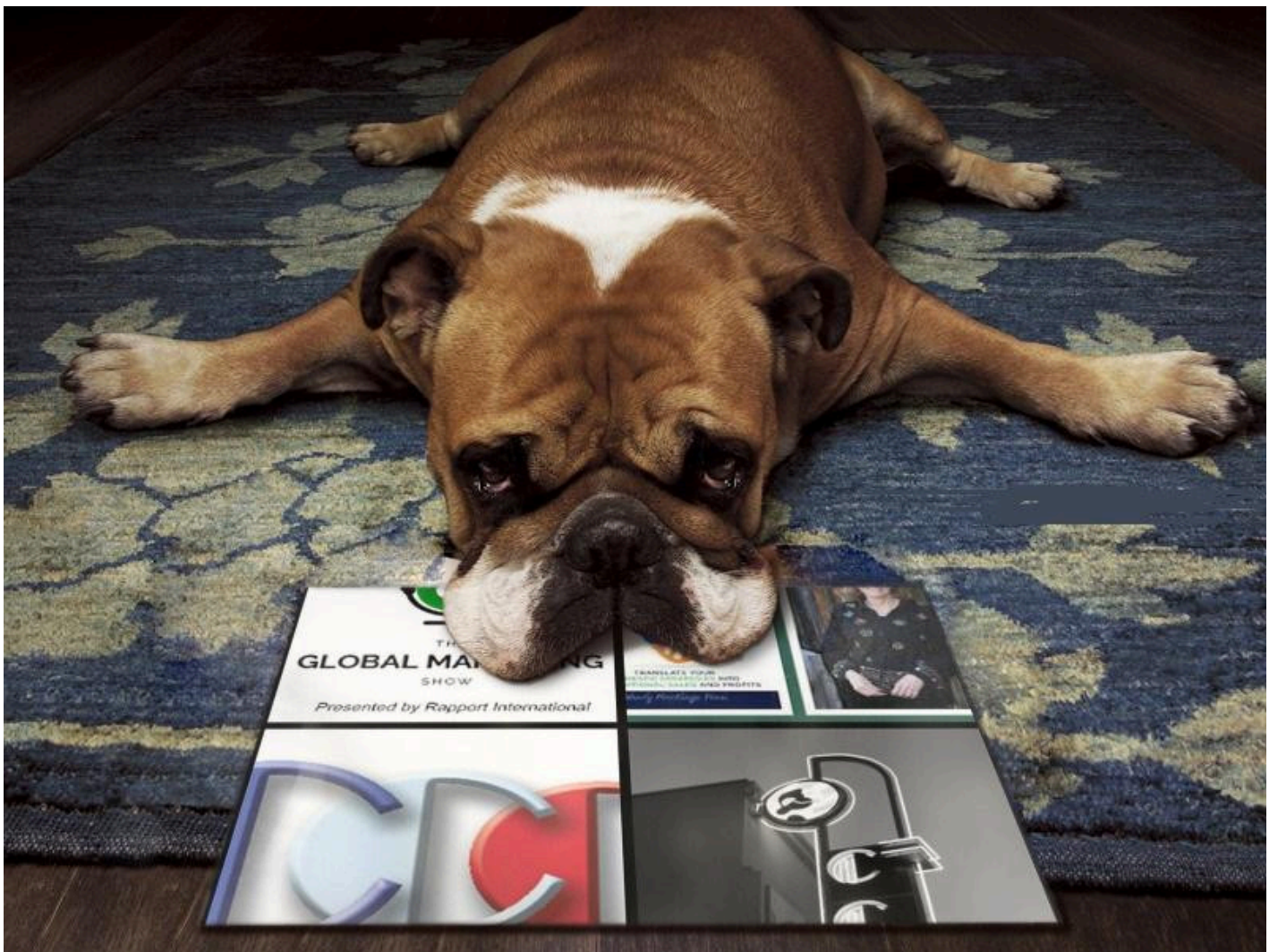




Richard Blank



Costa Rica's Call Center





<https://youtu.be/wpEJf62C4Gg?si=PvjsKBe5ndYaPzJQ>