



Crunching Your Growth podcast by Philip Masiello

Telemarketing: Unlocking Growth with Richard Blank

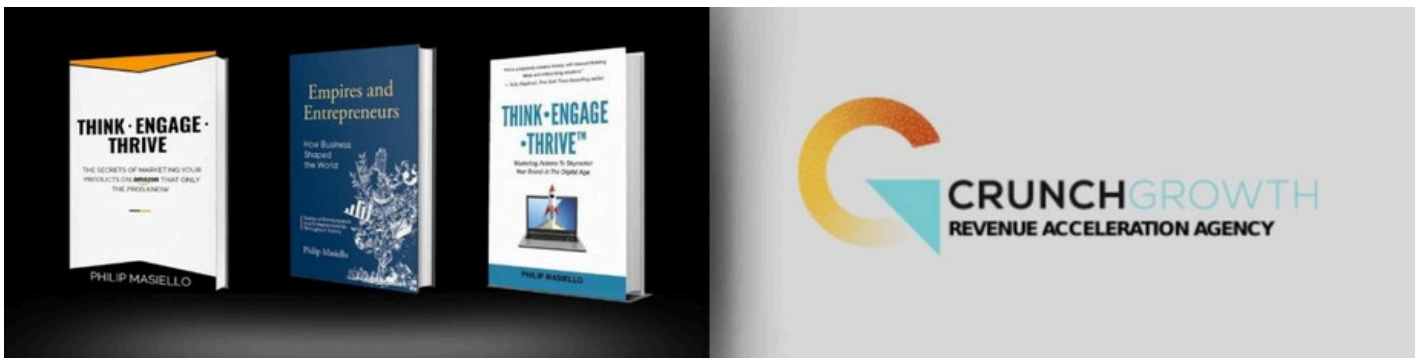
S3 E1: Richard Blank has the largest collection of restored American Pinball machines and antique Rockola Jukeboxes in Central America making gamification a strong part of CCC culture. Richard Blank is the Chief Executive Officer for Costa Rica's Call Center since 2008.

The promotional graphic for the podcast 'Crunching Growth' is set against a dark purple background. On the left, the title 'CRUNCHING GROWTH' is written in large, bold, white, italicized letters. Below it, a white box contains the episode title 'Telemarketing Mastery: Unlocking Growth with Richard Blank'. A blue pill-shaped button below that indicates the date and time: 'Tuesday, Sept 10, 2024 6 PM EST'. At the bottom left, there are logos for 'e360tv', 'amazon fireTV', 'ROKU', 'YouTube', 'androidtv', and 'Apple TV', with the text 'WATCH IT ON' above them. On the right side, there are two circular headshots. The top one is of Richard Blank, with a blue pill-shaped name tag below it that says 'Richard Blank' and 'CEO Costa Rica Call Center'. The bottom one is of Phil Masiello, with a purple pill-shaped name tag below it that says 'Phil Masiello' and 'Host'. A small circular logo for 'CRUNCHING GROWTH' is in the top right corner of the graphic.

Crunching Your Growth is the brainchild of an experienced entrepreneur, Phil Masiello.



With several books on digital marketing and brand building already published by Amazon and an impressive portfolio of direct-to-consumer food, fashion, beauty, and personal care brands under his belt - you know your journey starts with the right mentor.



But it doesn't stop there! Phil has gathered seasoned entrepreneurs from around the country who open up about their near-death experiences as startups – all for educational entertainment!



No more generic advice about startup success stories! Hear first-hand accounts from those who lived it - enjoy the funny moments and grasp how to succeed in business without going through everything yourself. Get insight on how to launch your dream product or company and how to avoid potential mistakes along the way. Take advantage of this fantastic opportunity to learn what starting a business looks like.



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About Philip Masiello

Philip Masiello is one of the founders of CrunchGrowth Revenue Acceleration Agency, one of the fastest-growing marketing agencies in the nation. Mr. Masiello is renowned for his e-commerce and Amazon selling expertise. He is also well-known for his entrepreneurial talent, having launched five unique international brands since the age of 25.



In addition, Phil is an investor in several interesting startups as varied as digital games, the circular recycling economy, real estate, and personal care products. In addition to providing capital, Phil uses his marketing expertise to help these startups to scale faster. Why Choose Me As Your Growth Coach?



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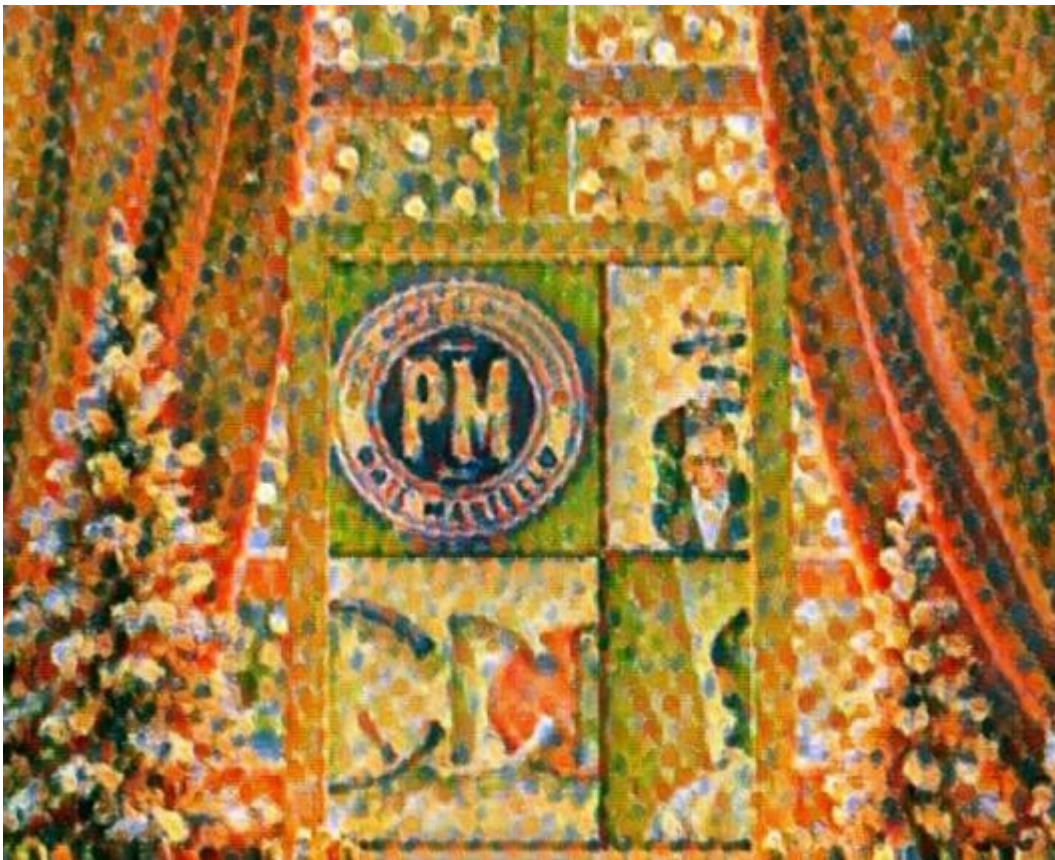
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Introducing Philip Masiello: A Visionary Entrepreneur Making Waves in the Business World! Philip Masiello, author of the highly acclaimed books “Think-Engage-Thrive: Marketing Actions To Skyrocket Your Brand In The Digital Age” and “Think-Engage-Thrive: A guide to Amazon marketing,” is a force to be reckoned with in the business world.



As the founder and CEO of Crunchgrowth Revenue Acceleration Agency, Masiello has a proven track record of success. With expertise in Ecommerce, mobile application marketing, and Amazon Seller marketing, he has pioneered disruptive business models since his early days as a startup entrepreneur.



But that's not all – Masiello's entrepreneurial journey is filled with impressive milestones. He has successfully launched and managed ventures such as 800razors.com, Raw Beauty, Inc.,

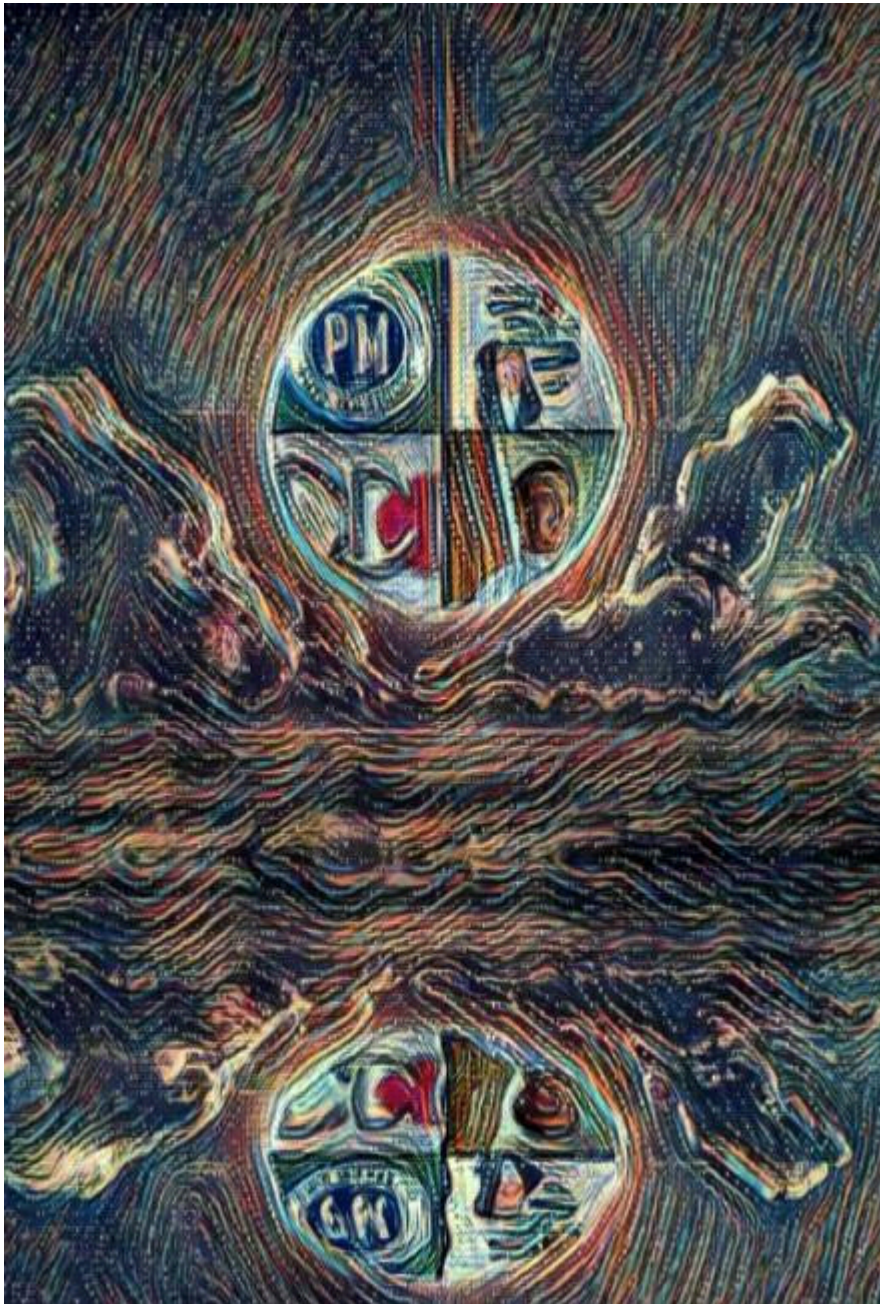
Metro Marketing, and The Daily Market. Each endeavor marked by his ability to drive sales and deliver outstanding results.

The Education and Leadership Behind Philip Masiello's Success

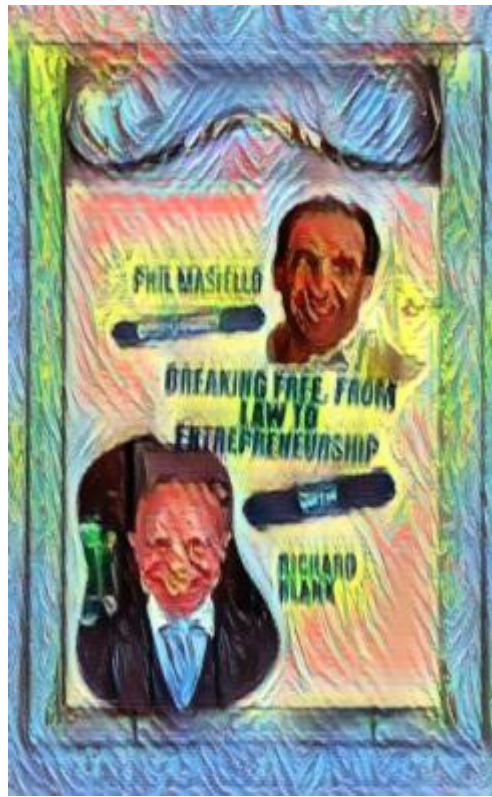


With an MBA in Finance and Marketing from the University of Maryland, Masiello is not just a hands-on practitioner but also an accomplished academic. He remains actively involved in entrepreneurial programs at his alma mater and serves as a trusted advisor and mentor to multiple incubators in the Baltimore/Washington area.

Today, Masiello is making waves once again with Crunchgrowth Revenue Acceleration Agency. This innovative venture supports consumer product companies in maximizing their Ecommerce efforts, mobile application marketing, and Amazon Seller marketing. His exceptional leadership and proven success make him the go-to expert for achieving business goals.



When it comes to fueling business growth, Philip Masiello is the name to know. Embrace his expertise and unlock your company's true potential!



Phil Masiello is an innovative and dynamic senior leader with over 20 years of progressive experience in the e-commerce, marketing, and startup sectors. He founded CrunchGrowth, a seasoned entrepreneur known for his revolutionary impact on business strategy and e-commerce. Phil's entrepreneurial journey began at 27, enhanced by an MBA with a concentration in Marketing and Finance, which has been a fundamental cornerstone for his ventures.



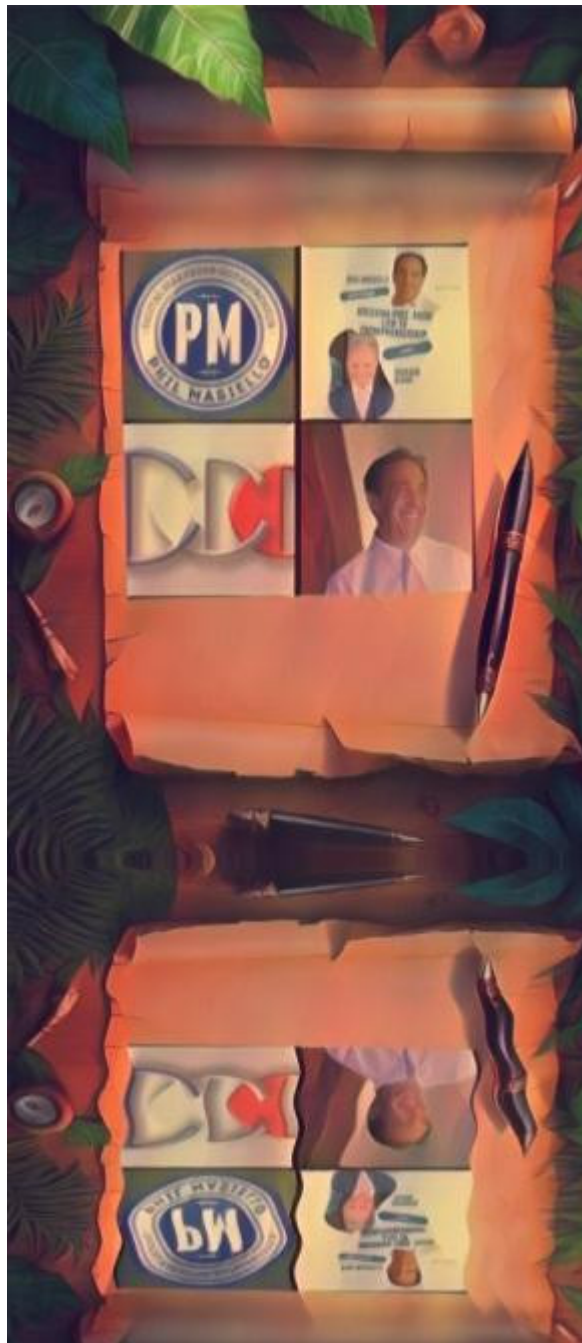
From a pioneering role in e-commerce for the meal industry with the founding of The Daily Market to transformative work as the co-founder of Raw Essentials Skin Care with Carol Alt, Phil has consistently showcased his strategic insight.



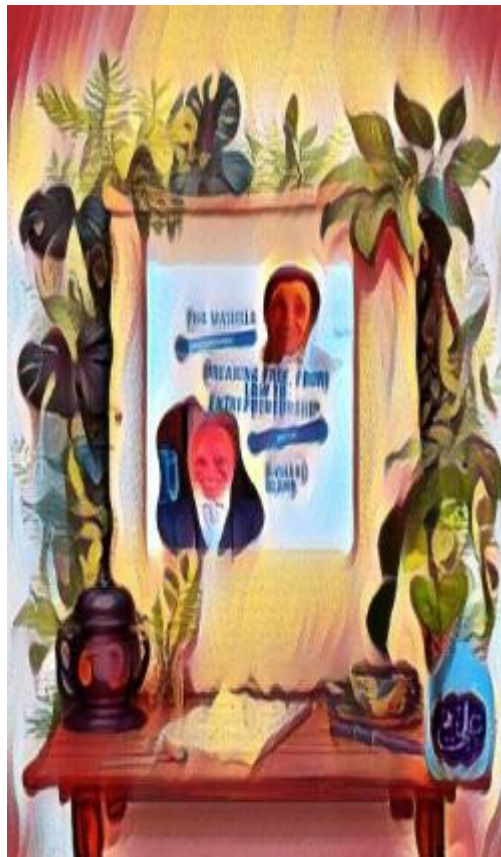
Phil's expertise extends to brand strategy and digital marketing across various consumer product spaces, including food, fashion, beauty, and personal care. As a founder and CEO, he's crafted several disruptive business models at the intersection of emerging digital technologies and consumer lifestyles, with a sharp focus on lifestyle products. His adeptness at developing effective digital and social strategies and campaigns has significantly elevated brand recognition and drive top-line sales growth.



His ventures, such as 800razors.com, highlight his creative and effective PR strategies, while his agency, CrunchGrowth, is celebrated for its innovative, cost-effective approaches to maximizing sales, particularly in the food and personal care sectors. Phil's commitment to multi-channel customer acquisition models has built brand awareness and driven sales at a rapid and cost-effective rate.



As an expert business startup builder in the B2C channel, Phil is also heavily focused on the finances, sales, marketing, and operations of multi-platform brand development. Additionally, he shares his wealth of knowledge through "Crunching Your Growth" on E360tv, interviewing leading experts and inspiring a new generation of business leaders.



Phil Masiello's specialties include e-commerce, entrepreneurship, business startups, brand development, digital marketing, social media marketing, brand messaging, social media, branding and identity, DRTV, television shopping channels, infomercials, retail, and consumer marketing. His story is a testament to transformative thinking and the power of adapting to the ever-evolving e-commerce landscape.

Ready to start your own business?

Richard Blank



Costa Rica's Call Center

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.



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/>

#PhilipMasiello #CrunchingYourGrowthpodcast #RichardBlank #CostaRica #CallCenter #Outsourcing #Telemarketing #BPO #Sales #Entrepreneur #B2B #Business #Podcast #Gamification #CEO #BusinessConfidentialNow



Philip Masiello, Crunching Your Growth 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



CRUNCHING GROWTH

Telemarketing Mastery: Unlocking Growth with Richard Blank

Tuesday, Sept 10, 2024 6 PM EST

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Richard Blank

CEO Costa Rica Call Center



Phil Masiello

Host