



# Growing Up with Dr. Sarah Ep. 144 - Ambition to Success: Richard Blank and impactful communication

In this week's episode, my guest Richard Bank shares his inspiring personal story and his passion for excellence. He credits much of his success to his mastery of interpersonal communication, rhetorical skills, and a deep commitment to employee motivation.

**EP. 144**  
**PODCAST GUEST**  
**RICHARD BLANK**  
CEO COSTA RICA'S CALL CENTER, A  
DIVISION OF CHEYENNE CONSULTANTS

**EPISODE #144**  
Growing Up with Dr. Sarah

**Ambition to Success:**  
A CEO's inspiring path and  
impactful communication  
with special guest Richard Blank

*Available now on all  
Podcast platforms!*

**Hello,  
I'm Dr. Sarah!**

In a board certified Pediatrician with over 25 years of experience and host of the Growing Up with Dr. Sarah Podcast helping families navigate everything that comes along with parenting, being a child and beyond. As they say, it takes a village so let's grow up together!

**LISTEN NOW**

**LISTEN IN 60**

Welcome to Growing Up with Dr. Sarah - a Podcast for Parents.

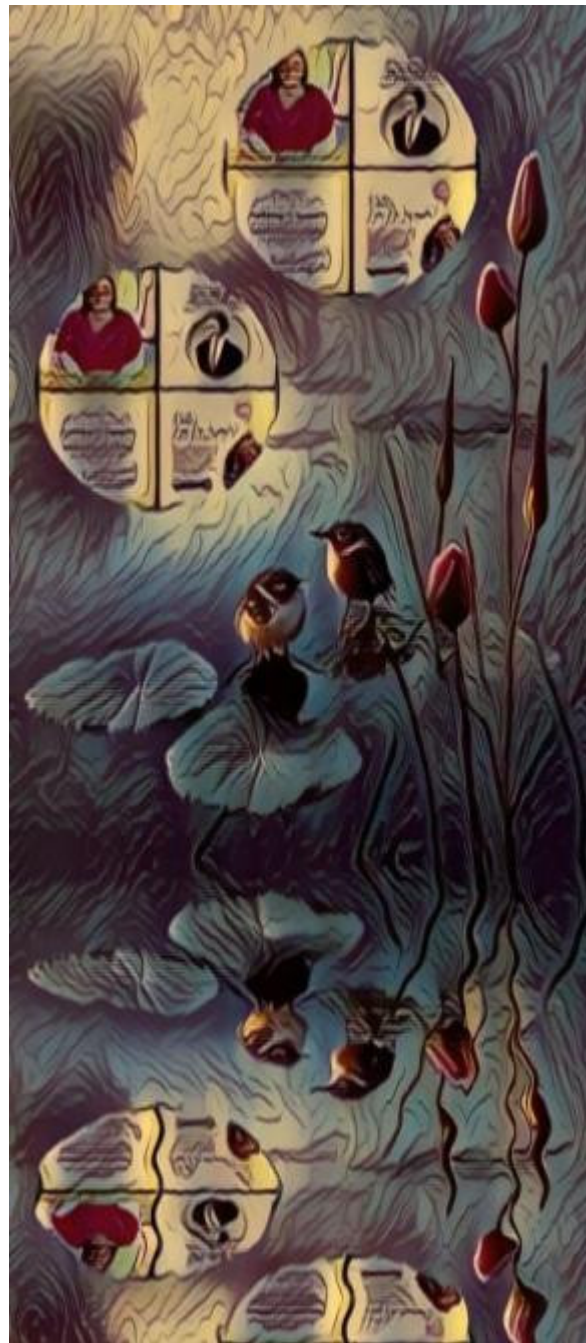


It takes a village and Dr. Sarah, Board Certified Pediatrician, is here to help!

With Growing Up with Dr. Sarah you will feel confident and ready to navigate all of the sticky situations, conversations, and big feelings that come with family life and raising little humans.



In this week's episode, my guest Richard Bank shares his inspiring personal story and his passion for excellence. He credits much of his success to his mastery of interpersonal communication, rhetorical skills, and a deep commitment to employee motivation.



Listen to his story and the wisdom he has to share on Episode 144 of the growing up with Dr Sarah podcast.

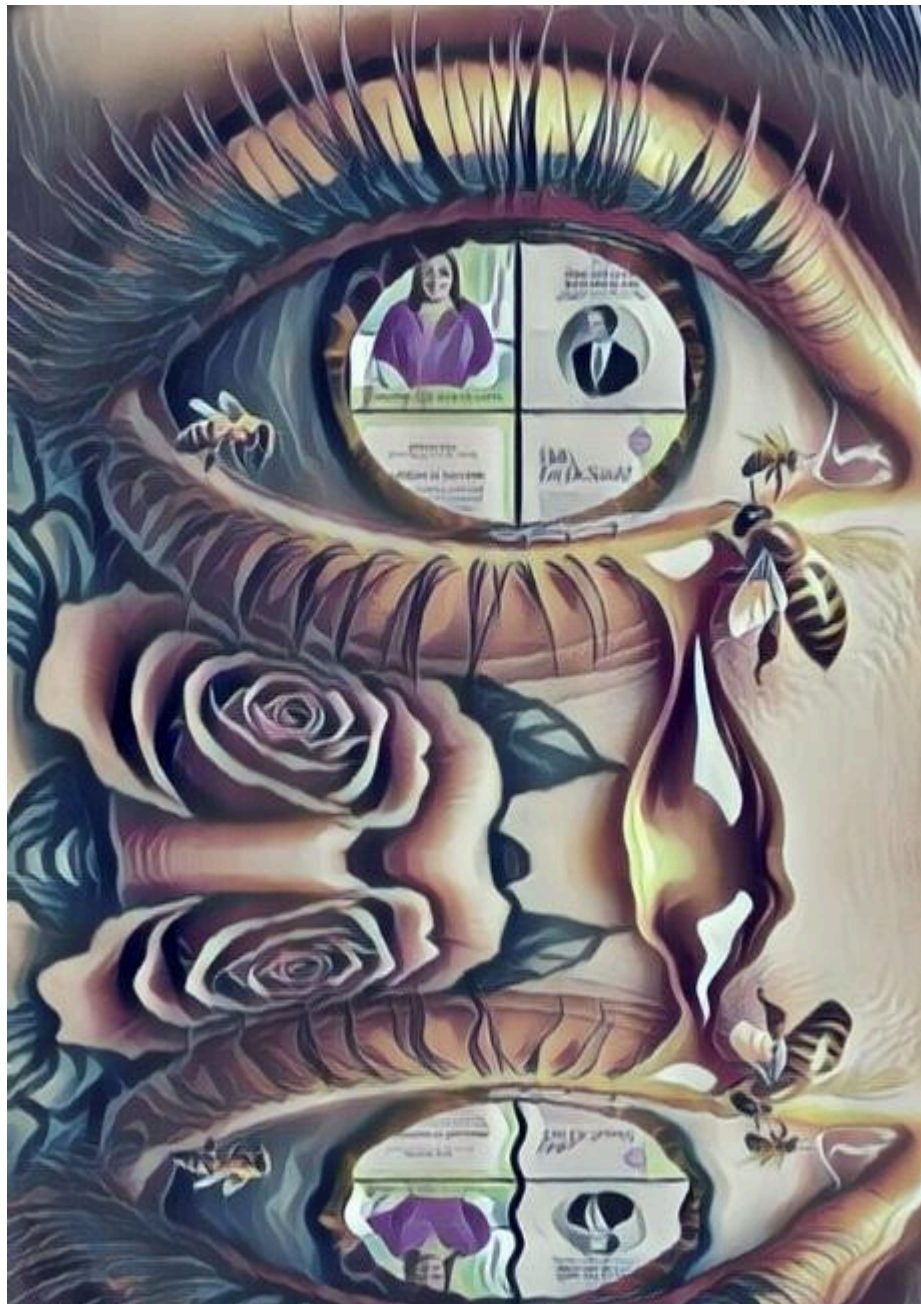


### About Growing Up with Dr. Sarah

Looking for a place to educate you and your family to live your best lives? Welcome to Growing Up with Dr. Sarah, where we take on - and tackle - general health and wellness, parental issues, family matters, and real-life challenges that affect every single one of us.

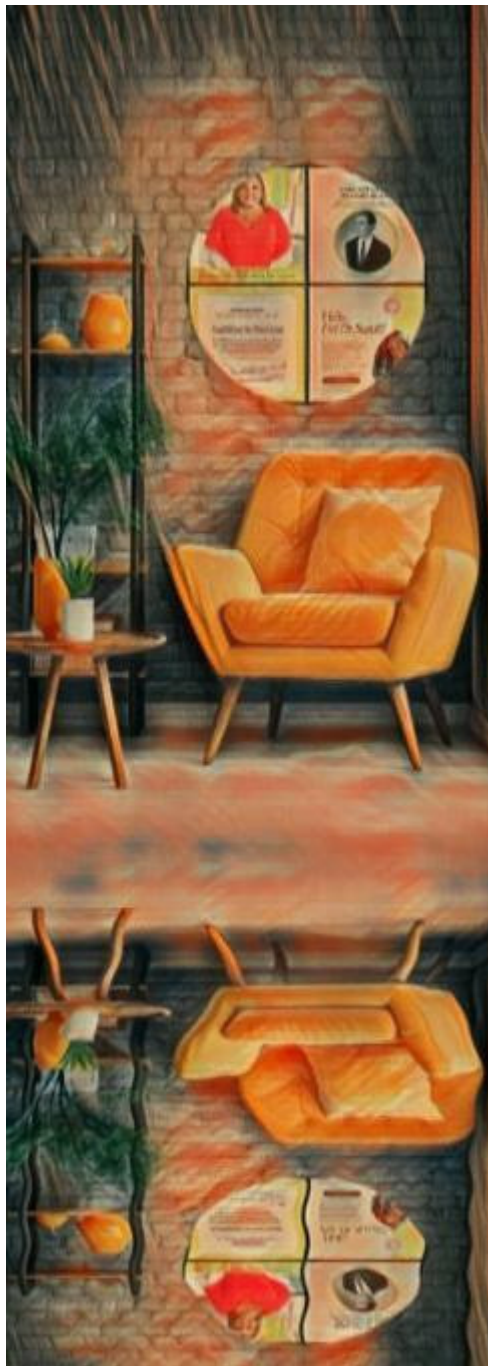


Being a pediatrician, while having a mother's perspective, has given me unique insight and experience on what we all need to do better to live healthier, happier, and stronger as individuals...and as families. The success of the family starts from the top, and by helping parents by addressing tough questions and everyday concerns we can all benefit - parents, grandparents, kids, or anyone who cares for another. So join me and some of my special guests - physicians, nutritionists, fitness experts, community members, coaches, teachers, even kids, and parents; and let's all make a commitment to Growing Up...together



## Be Stoppable: The Power of Soft Skills

Do not be surprised if someone gives you the five minutes and brings you into an office, gives you coffee, lets you talk, and they'll solve it for you. And you don't need profanity or yelling to do it. It's just conflict management, doctor, is what we teach here as well. And I saw those soft skills too. And what brings to mind, I heard a speaker once and she said, be stoppable. And I love that thought process because she wanted to be the type of physician that if she was walking through the hospital, someone felt safe and comfortable to stop her to ask a question or whether it was her coworkers or the staff that she works with to be stoppable. And what I hear you saying is, collaborating and working and guiding with those that are around you you're you're behaving as someone who is stoppable now that's as opposed to when we say we're unstoppable meaning we can do what we want



### Resilience and Routine: Personal Reflections

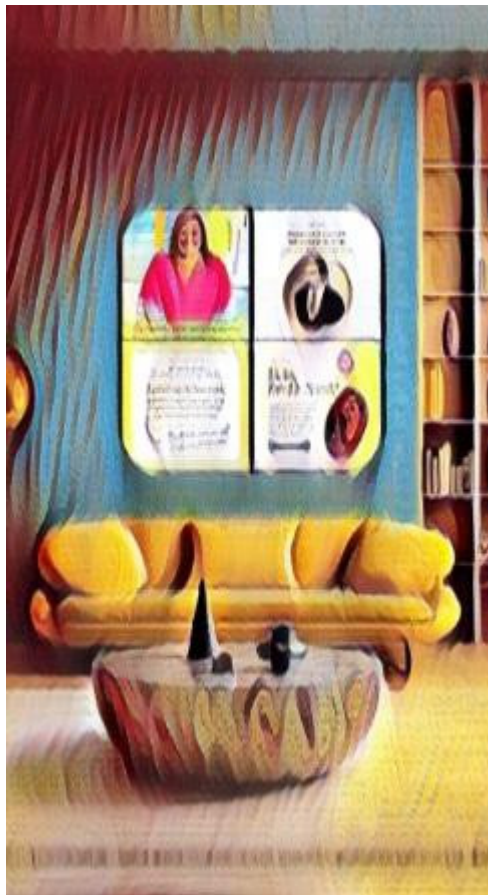
what are some things you really want people to take home and resonate with when they're listening right now? Yes, Dr. Well, I think the number one thing is that you should not be hard on yourself. Easier said than done, but I'm talking about my own forced march, not a death march, a forced march. You think things happen in a sprint? You're crazy. In fact, I'm 52. I understand time now and the commitment that you need to have. Let's go back to the pure basics like quest for fire. I need a spark. And so my sparks are making my bed in the morning. That is extreme respect to myself and my wife and just my life. It makes a circle complete.



## The Importance of Due Diligence

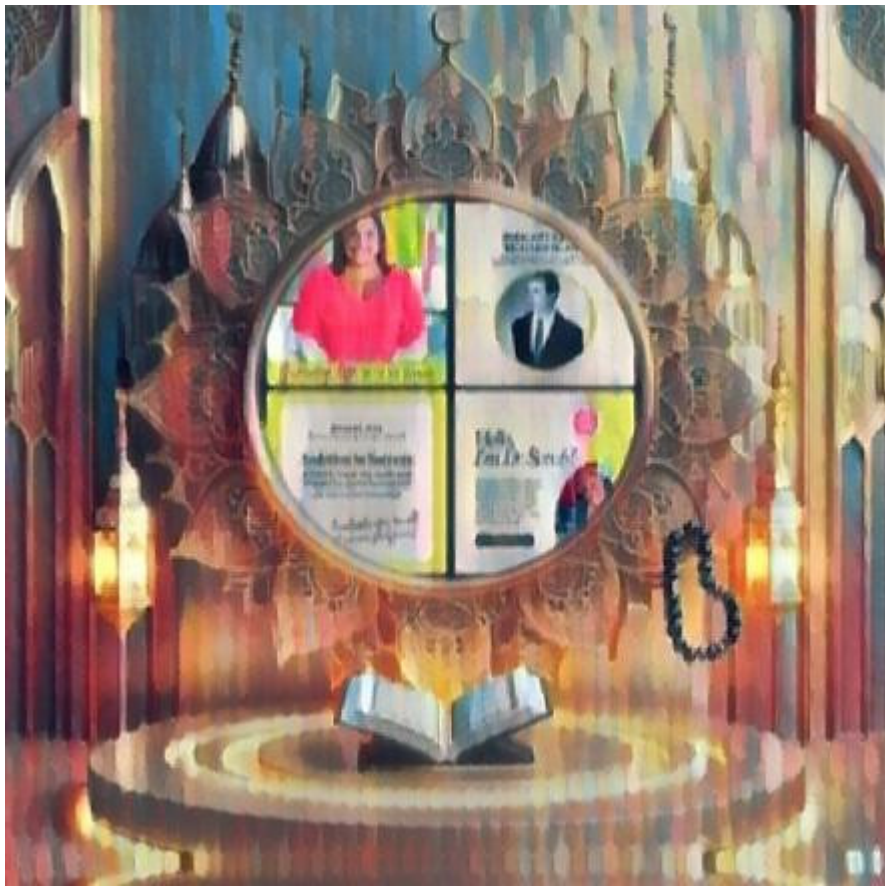
If you are capable of doing any sort of due diligence prior to a custom-made email, voicemail, or conversation, like you and I did prior to this call, You really anchor. You look at the LinkedIn profile, the Facebook profile. If it's public, you might see the guy playing golf or his kids or where they're vacationing. A lot of people show public stuff. It's not like you're snooping on them. But a lot of times before a big meeting, you might be interested to see who this individual is and if he has good social presence or nothing at all.





### From Scottsdale to Costa Rica

Well, imagine your buddy at 27 years old. I'm in Scottsdale. I'm hanging out with my cousin, Joe. In between jobs, I was sending out my resume on a fax machine. That's terrible. Hoping to get a job in Tempe trying to sell something. I was lost a little bit. And he said, listen, I have an opportunity. Why don't you come with me to Costa Rica for a couple months? A good friend of ours owns a call center. Why don't you teach their people a little bit of English? Come on, you're a communication minor in college. You can work with them on something and have a time out for 60 days. Walked off the plane, showed up, walked in this environment. It's just like what you think. Hundreds of people, average age 24, post-grad. Guys and girls just ripping the phone, typing in things, high-fiving. It felt like college. I was like, are you serious?



### Positive Outcomes from Failed Sales

And what I love too about that example you gave of a conversation is that person might not have been able to make the sale. And I know I'm using, this isn't my forte, so I apologize if I'm not using a good example, but what I'm feeling from is that even if A, B, and C doesn't end up one, two, three, at least when you hang up and they said it was nice to meet you, it was a joy speaking with you. When you hang up, you don't feel that defeat. You made someone smile or whatever it is that interaction, there was a benefit from it one way or another is what it sounds like to me. Dr. Sarah, how many people have you danced with in your life that you didn't marry? That's true. What do you want me to say? And I spoke to you for two minutes. We both really like each other. But unfortunately, you want lobster. I only sell steak.



### Beyond Wealth: The Power of Connection

But if you're also looking to get the best tables and people hooking you up with free dessert or something, yeah, compliment Billy to Joey. You want to get a free cappuccino. But that's not the point. The point is to hang for that electromagnetic energy that you have through a smile, through a hug. Because at the end of it all, cash is not going to make you happy. And fortunately for me, doctor, I chose a lucrative industry and got very lucky, and the stars were aligned. And there's only so many dinners you can eat. And so there are certain stages of individuals where they want to pay it forward in one way. And thankfully, I have a linguistic environment where people do want to learn advanced soft skills so they can manage conversations and retain relationships. And I have them study even You know, Helen Keller, for an example, the master communicator that I try to explain, and this is with all due respect. There is a Helen Keller Institute in Desemperados. It's for blind and deaf children. But when you remove one or more senses, others get expanded. She was such a genius where her taste, touch, and smell, she connected to our world, created a language with Ann Sullivan, and the rest is history. We're removing our taste, touch, and smell. And so I know our hearing gets expanded.



### Building Rapport to Reduce Anxiety

And so do you understand that if you can flip that and jump that cloud and just put your chest out or be the full card in the turret deck, Then you can do this industry, or you can confront a teacher, a principal, other coworkers, because you're just doing it in the nicest introduction way for anchoring. And then if you do happen from Judy or Angela, for an example, to transfer me to Dr. Sarah, prior to introducing myself, you go, Dr. Sarah, I just want to know how great Angela is. You don't even know who I am yet. I know you did that. See how you do it. And you know what I love about that, too, is you're building rapport and you're really reducing also that stereotype threat, whether it's a threat of them going, this is a call I don't want, hang up, or even the person on the other end. Just by building rapport and, like you said, anchoring that first 30 seconds of the conversation, it really is going to bring that anxiety down about how someone is about to perceive this conversation.



Growing Up with Dr. Sarah, 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'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.

Richard Blank



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.





Hired bassist Garry Gary Beers of INXS.



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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