



ACMG Digital Podcast Alejandra Carr. Exclusive Podcast Guest: CEO of the people, Richard Blank joins

Or do you have a process? Well I had the honor to interview Richard Blank CEO of Costa Rica's Call Center A state of the art BPO telemarketing outsource company



A podcast show about entrepreneurship, motivation, leadership, experiences, life lessons and more. For audiences who love self improvement, authentic conversations and more!



ACMG Digital

A Digital Media Company for Entrepreneurs. Connecting with Entrepreneurs Globally. "A Digital Global Platform"



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Successful CEO of Costa Rica's Call Center chats about his story and how he was able to learn the many ways to delight and connect with your customers. He shares more about what it takes to be an entrepreneur and the skills you have to acquire!



Monday Mindset: Entrepreneurs this one is for you How are your sales calls with your clients? Do you connect with a potential client on a human level?



Or do you have a process? Well I had the honor to interview Richard Blank



CEO of Costa Rica's Call Center A state of the art BPO telemarketing outsource company



Many times we forget to really listen to what our clients are needing from us, or we disregard our values as a business once the company grows, but in the end, our clients and customers should always receive the best version of the team in any situation.



Mastering Spanish: A Strategic Edge



I think I was on the same thing. that's awesome you know because you look at like the opportunity you're like i'm gonna take it you know you don't let things stop you so what i built on it took years to learn a second language you see the dedication the cognitive skills the structure and so anybody that has something in common as i mentioned art or athletics architecture or even languages they know what they put in and they also understand what the other person put in so there is that initial respect stepping up to the plate so we can use that medium and so for me my goodness did it give me an advantage so besides looking good and showing up in the suit and being polished and at the ready with my rhetoric by being an anglo sat home from philadelphia with my accent speaking spanish right it was unbelievable the sort of receptions that i would get I literally would have higher contact ratios, conversation times, and my conversion ratios were through the roof. And so I said to myself, is this a special sauce or did I just have a foresight to do this? But I tell you what, when I meet other business owners here in Costa Rica that have done a lot of very good things while we're having dinner and we're talking and sharing the trade, I say, yeah, How's your Spanish? They're like, un poquito. I'm like, nice poquito.



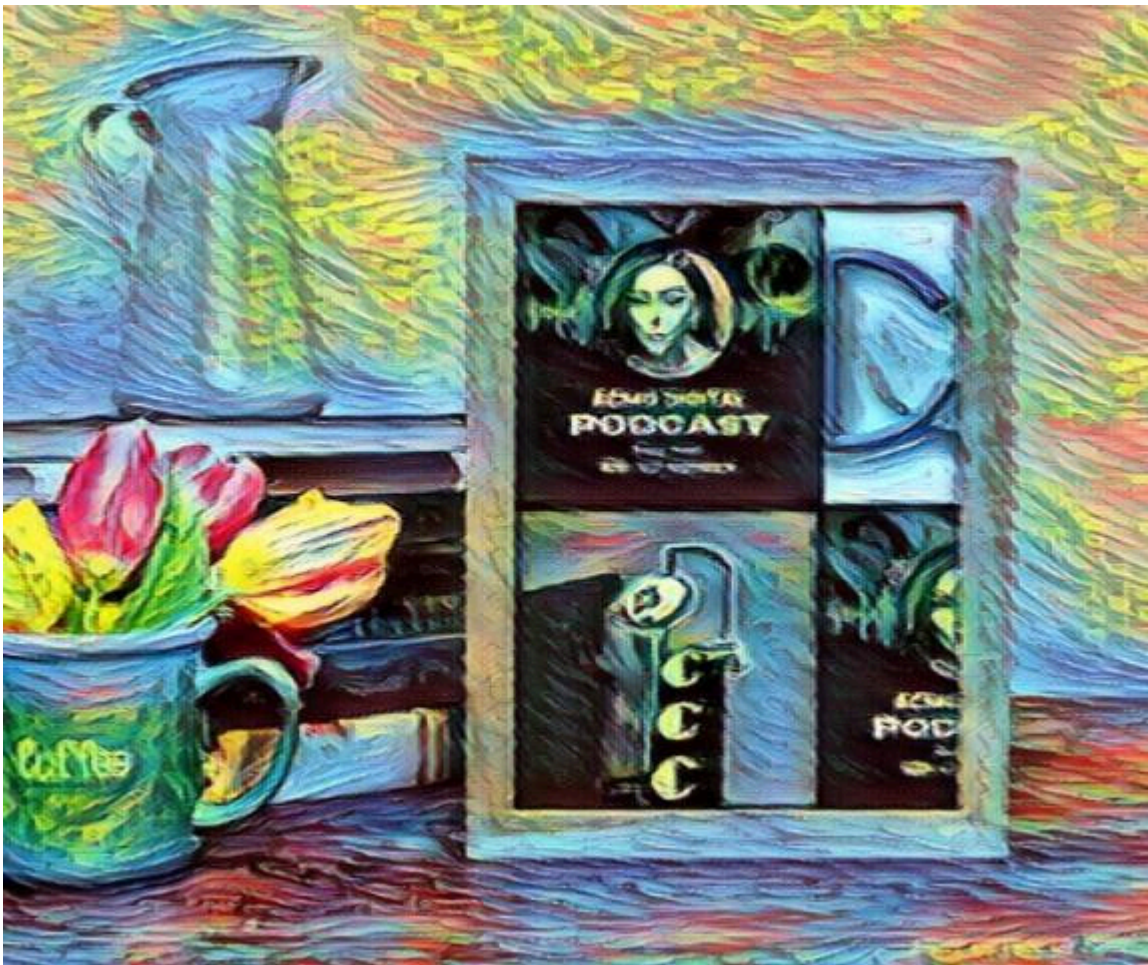
Pop Culture Study: Mastering Communication from Classic TV Characters

The A-Team? Yes. Yes. Do you remember The Face Man, Templeton Peck, played by the great actor Dirk Benedict? Yes. Well, good. Your audience should study him because he was smooth before technology. There was also a show in the 80s called Remington Steel with Pierce Brosnan and Stephanie Zimbalist. Now, if you want to study exceptional rhetoric and delivery, watch that. In fact, I dress like him



Timeless Gestures of Connection

And when you say, well, Richard, what has changed throughout the centuries and millennials? Well, sure, fashion, technology, architecture, but a smile and a hug and a handshake and exchanging food hasn't changed since the beginning of time. And so... I believe if those are the gestures that last throughout the years, and those are the ones I'm going to be focusing on first.



Money vs. Self-Respect: A Timeless Question

What happens when you have all the dough? And then you look at yourself in the mirror. Can you respect yourself? Is it worth it? So you realize anybody can get the money. Not everybody has self-respect and dignity. Correct. And when you say, well, Richard, what has changed throughout the centuries and millennia? Well, sure, fashion, technology, architecture, but a smile and a hug and a handshake and exchanging food hasn't changed since the beginning of time.



Effective Conflict Management: Handling Anger and Cursing

What about conflict management, Alejandra? That too. That's a good point. Okay, so someone's coming at you, guns a blazing, frustrated, the whole shebang, right? Making a scene, cursing. Cursing? Yelling at you. Yeah. Okay, so what do we do? They're cursing at you, right? Let them keep going. As long as they're not cursing at you, they get one warning. If not, then you kill the call. But if they're just cursing out loud, Then they go, Richard, I'm really sorry for cursing. I go, Alejandra, are you done yet? You want to curse a little more? No, I'm okay, Richard. Are you sure? I'm sure. May we move forward? Yes. Thank you. You can let someone cry themselves to sleep or realize the faults in their actions by not interrupting or lecturing. They will then say, but don't say it's okay. No, no, no, no. It's okay. You just were cursing for 10 minutes and wasting my time. Alejandro, are you done yet?



Coming of Age Moments in Recruitment

But somehow crack that code for that rainy Wednesday or that time they needed the picking up. Oh, I have a seat. So when people are filling out our resumes and our forms to get hired, I ask them to turn the piece of paper over so you can give me a couple of paragraphs on the coming of age moment. Coming of age? And I go, of course, the time that you beat up a bully, you saved a kitten, or you did it both in one day. Yeah. It's like an 80s movie. You ride off in the sunset with your girlfriend and you beat up the bully. Yeah. I will see what they write.



The Priceless Moments with Pets

When people toast, what happens when you see the, and my favorite, I know when it's humans that do it, but when you see people come back from the military and their dogs or pets. Oh yes. I love those videos. You don't cry. You're not human. And so you tell me there's nothing in the world more important than that moment. So how do you put prices on even money? No, no, no. They give it all away to hug their puppy one more time.

The Value of Local Partnerships in Business



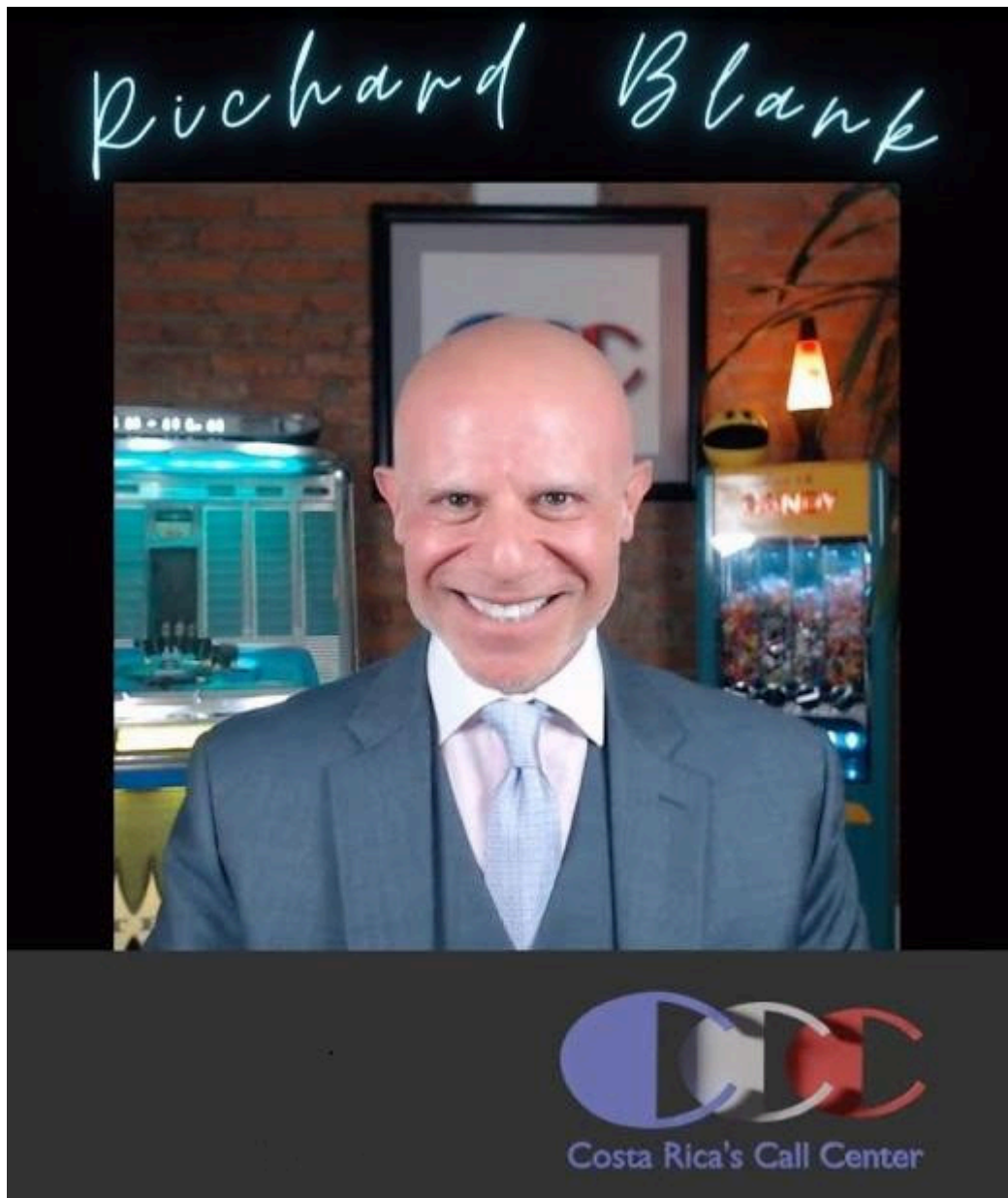
I'm not on a home court advantage. So let's be realistic. I am a guest here and I do not look Tico. So they might be charging me 20% more or making it more difficult for me. So I needed an ace man. I needed a sidekick, a local that can get me not just the discounts, but the flexibility and convenience, but also represent me on the streets. But I tell you what, in order for me to grow, I needed to hire local specialists like an IT director. I needed attorneys, accountants, human resources director, individuals that knew the Código del Trabajo, the labor laws and the sort of ins and outs where I just didn't have the time, the ability or just the patience to sit there and learn five years worth of human resources laws.



And so I needed to have that faith to extend in order for me to grow. But I mostly did it internally, Alejandra. So these individuals that have shown fidelity and their stripes and can take the good and the bad with me, I would much prefer to have them in more sensitive positions than have somebody that could come in that may be a cancer, has bad habits, starts yelling at my people. Listen, calm down, Billy. And might just not be a good pick.



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.



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

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