



Englix Broadcast with writer Saurav Bhattacharjee. A Language strategy in sales by Richard Blank.

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.



Interviews & Case Studies on : Mythology, True Crime, Organized Crime, Pop Culture (Dark) , Internet Culture, Self Improvement.



As a Senior Engineer in Advanced Development Technology Dry Etch at Micron Technology, Saurav Bhattacharjee is involved in developing cutting-edge solutions for semiconductor fabrication. Saurav Bhattacharjee has over two years of high volume semiconductor manufacturing experience in facilities management as well, working at Micron's state-of-the-art Fab 16 in Taichung, Taiwan.

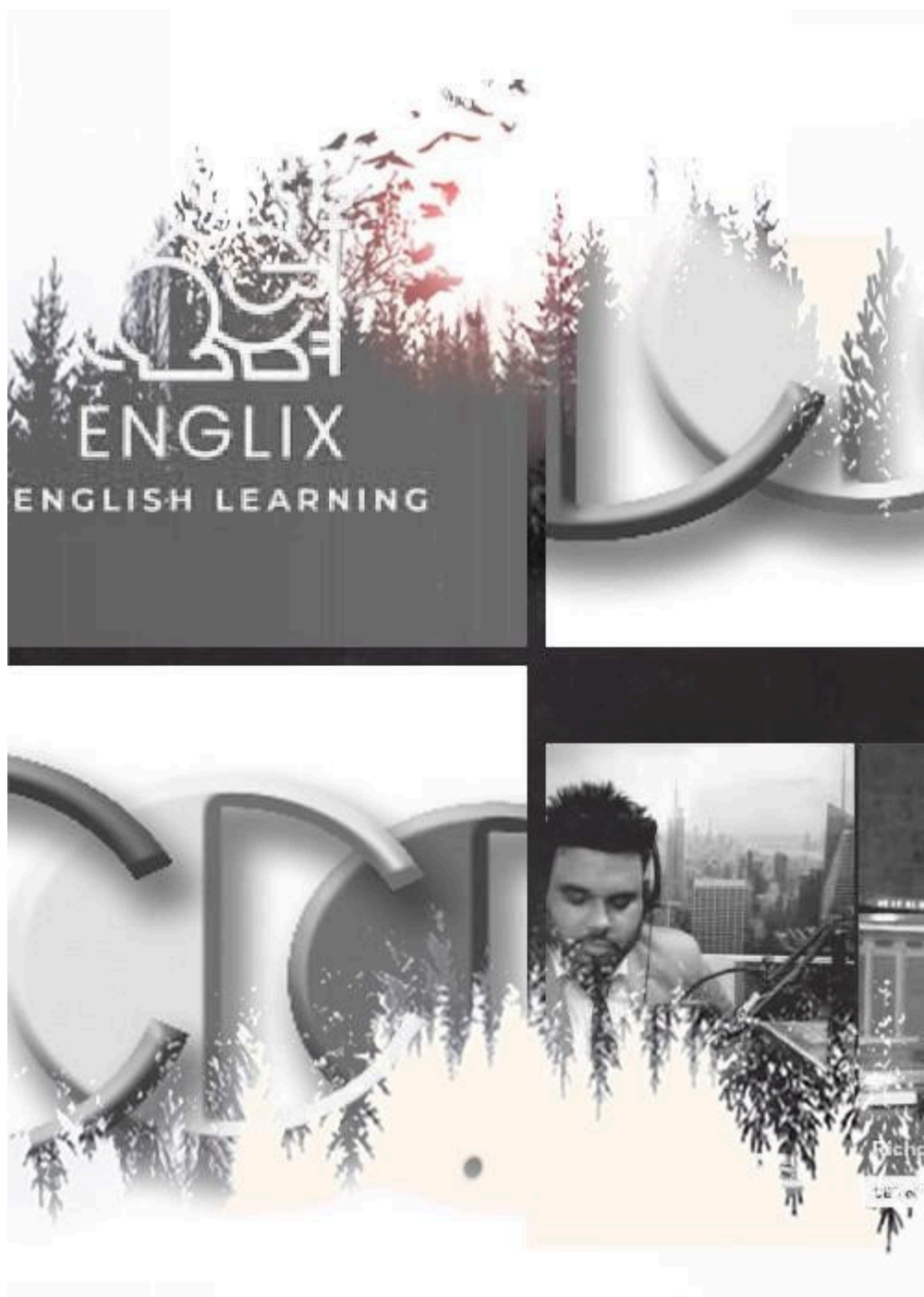


Saurav Bhattacharjee is a passionate about creating a positive impact on the environment and society through my work. He has been a serial innovator in the production of sustainable aviation fuel and try to incorporate sustainable development as a key performance indicator in my work. Also, a co-lead Mosaic Taiwan, an employee resource group that promotes diversity, equality, and inclusion at Micron. He is fluent in English and Mandarin, and enjoys collaborating with colleagues from different backgrounds and cultures.

An active journalist and an English coach. Working on English fluency, literature and writing



10X Doesn't Work NO More! Here It From a Seasoned Vet .



Building a Call Center: Strategies and Insights

Best thing is to tell my story. I didn't want to overextend myself. So what I did was I rented a turnkey station at a blended center. Yeah, sure, you're paying top dollar, but it allows you to scale and decrease accordingly. And so they pay for the IT, the water, the coffee, the security. Once again, that's how you can scale. And then secondly, in regards to your clients, In order for me to close most of my deals, I needed to be well-versed in what I was offering. And probably one of the greatest traits that I had was no surprises. It's not being a negative Nancy or Debbie Downer or even a devil's advocate. I got to let you know from time to time, if Billy doesn't show up on Wednesday, what do we do? You know, if you run out of leads, what do we do? You know, these are certain things that I would do preventative measures. Well, there's preventative measures. I would let them know that we're down to one week's worth to

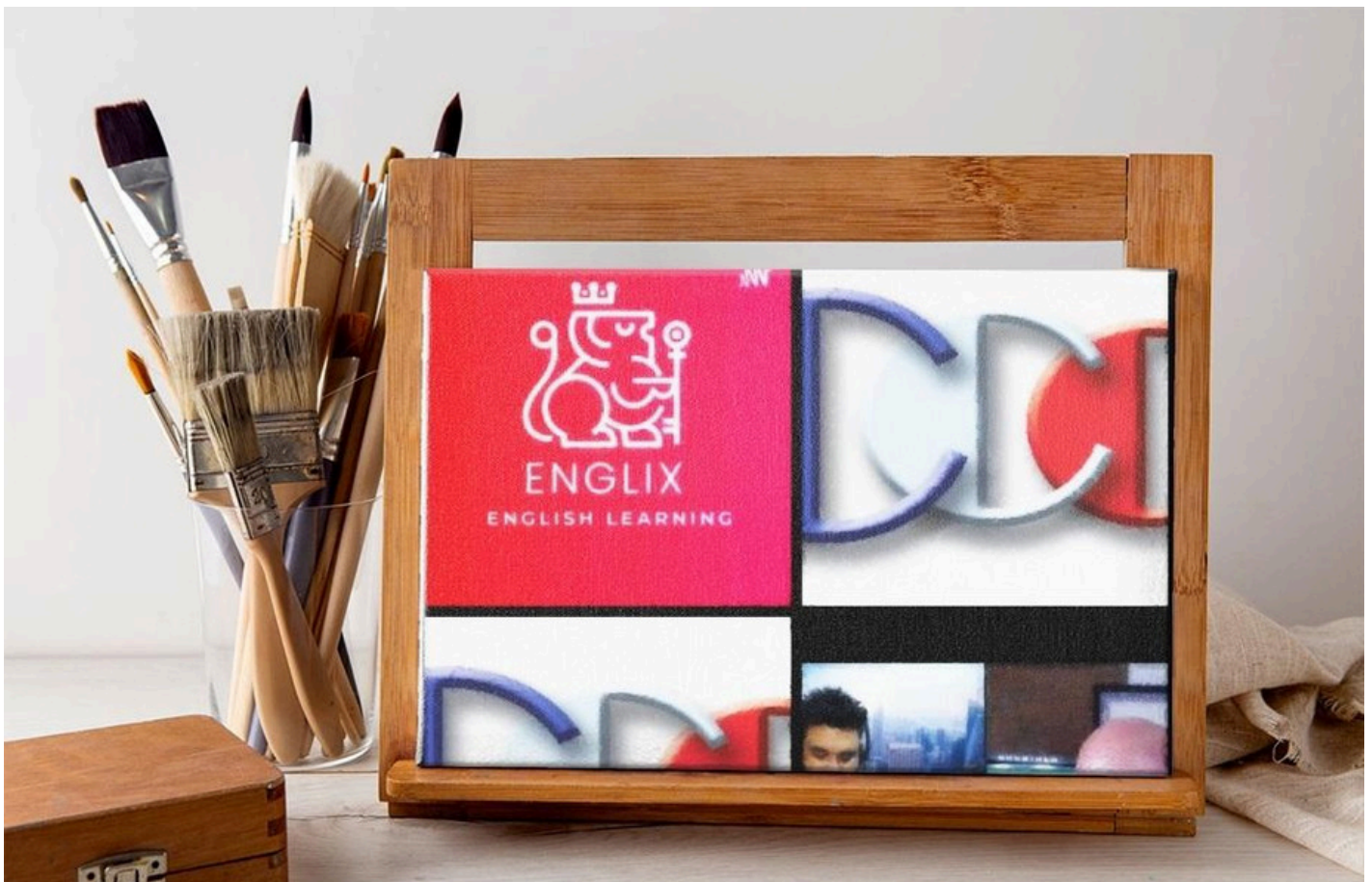
the client to be able to get them to order new ones. Or even in the beginning of the list, I can let them know how good the list is to see if it's worth making these phone calls and to continue investing in it. And so... These are slicing and dicing things that people aren't aware of. They just think this stuff is like Hollywood. As I mentioned, you give a script, you give a list, God makes you a million dollars. And so I have to make sure, are we using our predictive dialer? Is it smart dialing? Is it manual dialing? Is it our CRM? Is it your CRM? Who does the QA? Who does the reporting? How long's the talk time? How long's the wrap-up time? You know, there's a sort of little thing, email templates, voicemails. And so there's a lot of preparation prior. It's not difficult.



Carving Your Own Path: Embracing Uniqueness and Overcoming Comparison

Of course, but no two snowflakes are alike, nor thumbprints. And so for you to get a blueprint to be a CEO, or you, my good friend, is a well-respected journalist, yeah, you can follow in the steps of people that came before you and mentors, but there's always a 10% zig and a zag, the thing that metaphysics throws at you that you're not sure how to handle. And so a lot of the

time, you either believe in others or believe in yourself. And if you prepare things and have checkpoints in life, then maybe you realize you're not too far away from your path. And for me, at a very, very early age, I saw a lot of positive looks and energies to what I was doing. I wasn't hurting anyone. I wasn't breaking windows. It was different from all of my friends because most people weren't doing it. But what are the tough parts of this? It's maturity, it's impulse control, it's handling your finances. And if you're comparing yourself to a Bill Gates or a Steve Jobs, or just anybody that has done something that you think is superior to you, well, mind you this, there could be only one king, but there's so many princes in this world. If you can settle with at least elevating yourself, But how can you compare yourself to others who even knows what was behind their kitchen door and what sort of assistance they got? You don't know the whole story A to B.



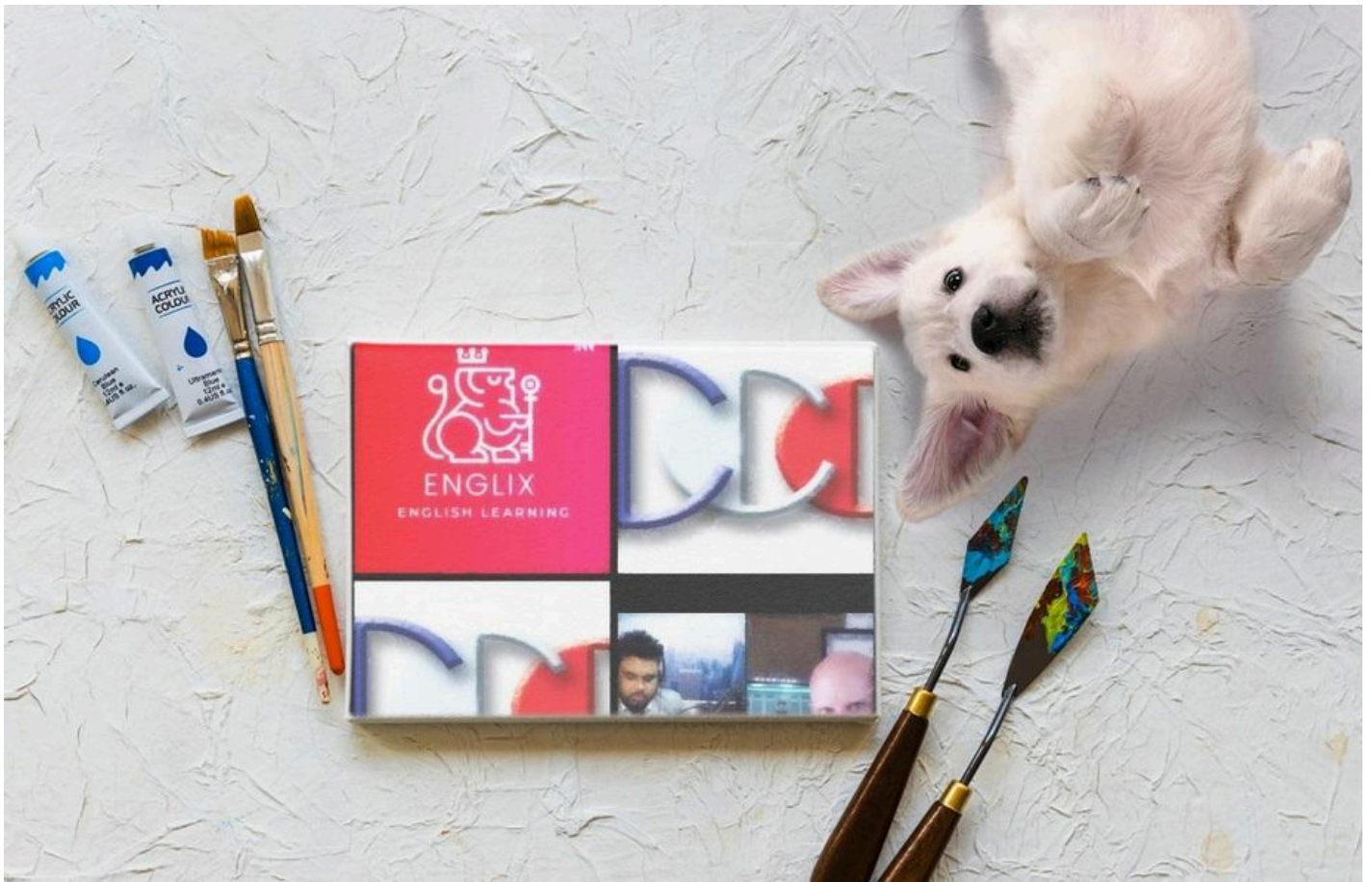
Facing Competition: Empowering Employees in the Call Center Industry

Well, you got to be careful, though, because people do take notes on the Internet. And your competitors are at this moment either crushing your business or watching this and taking notes. So let's start with competitors. Do you love them? Do you hate them? What's going on? Well, I don't fear them. That's just a morbid anticipation. I know that if I prepare for it and I'm stable and balanced, I'm going to give my best shot. And so the fact that I've almost completed 16 years in this exceptionally competitive industry, I think the market speaks. And so you need to treat your people well in the call center industry. They're not expendable. Give them their dignity. And as long as you invest in them and you give them positive reinforcement, there's no reason why they wouldn't stay with you.



Persistence Pays Off: The Journey to This Interview

Oh, my good friend. I see myself as an educator. Your audience has no idea the past 12 months it took me to get on this show. All the emails back and forth and you and I just still being interested in one another. And I did pass your filter. I'll tell you what. I'll tell you what. To your credit, I think you have your way around this. I mean, that's a great sales prowess. That's just... Because a lot of people would have just like, I work with PR folks all the time. And I get hundreds of HARO requests, hundreds of PR agencies reaching me. They reach to me one time and they forget about it. And then they reach out to me on another topic. But you stayed your course. I don't know how did you do it because usually people forget about it. So because we anchored, we had something in common. It was enough of a spark to last 12 months.



Creating a Positive Company Culture

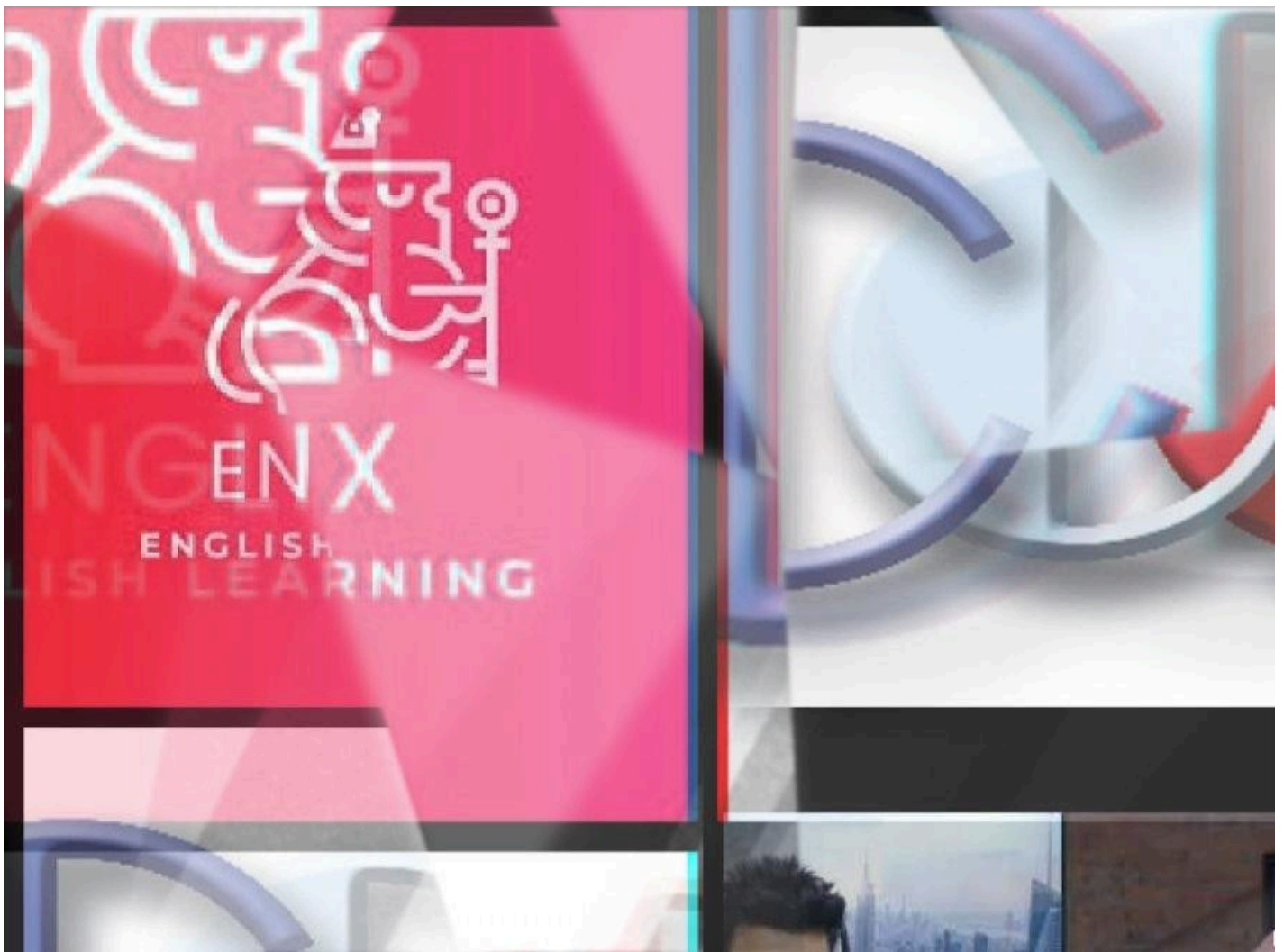
And that's what separates me from Jeff Bezos and myself, who's got tens of thousands of agents and a huge presence here. I try to know everyone's name and play pinball with them and invest in their careers. And so by filtering accordingly, because I'm not hiring thousands, I'm about 150, I can be very selective. And doing so, then I created a nice little circle of happiness here. And that's how you build a business, my friend, of non-backstabbers and bad people. You're selective and you see the depth and you make sure that you can make yourself vulnerable with them to see how strong and secure they are. And if you have that, then you can rely on them during the tough times and build a business.

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The Art of Selling: Beyond Tactics to Understanding

I don't know if AI can do this, but let's take this interview to Hollywood. Richard, sell me this pen. Hey, write my name down. You know, I mean, I asked Charles the same question. He said, I'm not, I don't care about this pen. There was a printer next to me. He said, let's talk about that printer, which was a smart answer. Is there any answer around this? You know, Belfort says it's about probing.



You got to ask more questions. Okay. Are you in this industry? Right? So, Is there a way around it or is it just a tactic? No, it's preparation. It's due diligence. It's like an exam that you took in school. If you understand the company and their needs, then the rest is just bingo balls and luck because of their pricing and other people that have to make final decisions. But as I say before, as long as you realize that somebody does work have need for something and you start eliminating the fat, it's much easier to buy lists a certain way, adjust a script a certain way, shave time a certain way so you can hunt properly and find the right places to go.



Praise for Leadership and Where to Follow

This has been an interesting one. I'll tell you one thing, Mr. Richard. I think your cadence, your way of presenting yourself, your persistence, it transcends sales. It's way better. I think you cannot be labeled as just a salesman or just a business owner. I think you're a good leader. Yeah. And within that particular bubble that you said, that's a good strategy for you because you ought to influence more people effectively. And they do it better when they stay in touch with you closely. I think you have a fantastic approach. And all of the viewers, please send Mr. Richard a little love. Where can they find you? Where can they follow you for more tips, tricks, content? Thank you so much for asking. I have a very large Facebook fan page, about 120,000 local Costa Rican Ticos. It's under Costa Rica's call center. So my colleagues... My respected colleagues out there in India, please join our site and make some friends.



Leadership and Building Company Culture

And so these are the sort of things that your individuals who have either worked at call centers see levels only just balancing the books and doing contracts and just making sure you're not breaking the law. But I skipped steps. I went from working at my friend's call center to owning a call center. So my... I was preserved. I never got tainted through those supervisor manager levels. And so I really saw it from the inside out. I saw 90% of it and I saw what needed to be done because I could do it undercover.



And then I needed specialists, CTOs, human resources, accountants, attorneys, supervisors. And so my trunk of the tree needed branches and roots to expand. So as long as you have people with confidence, And good credentials, those are the individuals that you would bring on board to offset any sort of department that you don't have expertise in or you have the time to invest in. And so, you know, as I mentioned, I'm a guest here. And so I preferred besides super, you know, CTO IT specialist, I prefer to promote from within. It's very easy to mold somebody like a squire to a knight. And also they don't have bad habits. And the greatest thing I have is my company culture. As somebody really wants to be here, I'd love to invest in them compared to a hotshot that comes in, messes things up and jumps out and becomes a cancer. And so there's things that outside affect the agents here. I make sure when parents show up, I talk about them outside. I'm always dressed accordingly. These are the little things you and I might not think about, but go a long way when they go home. and how proud their mother is of you, because their boss said something nice.



Saurav Bhattacharjee , Englix Broadcast , 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



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/>

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