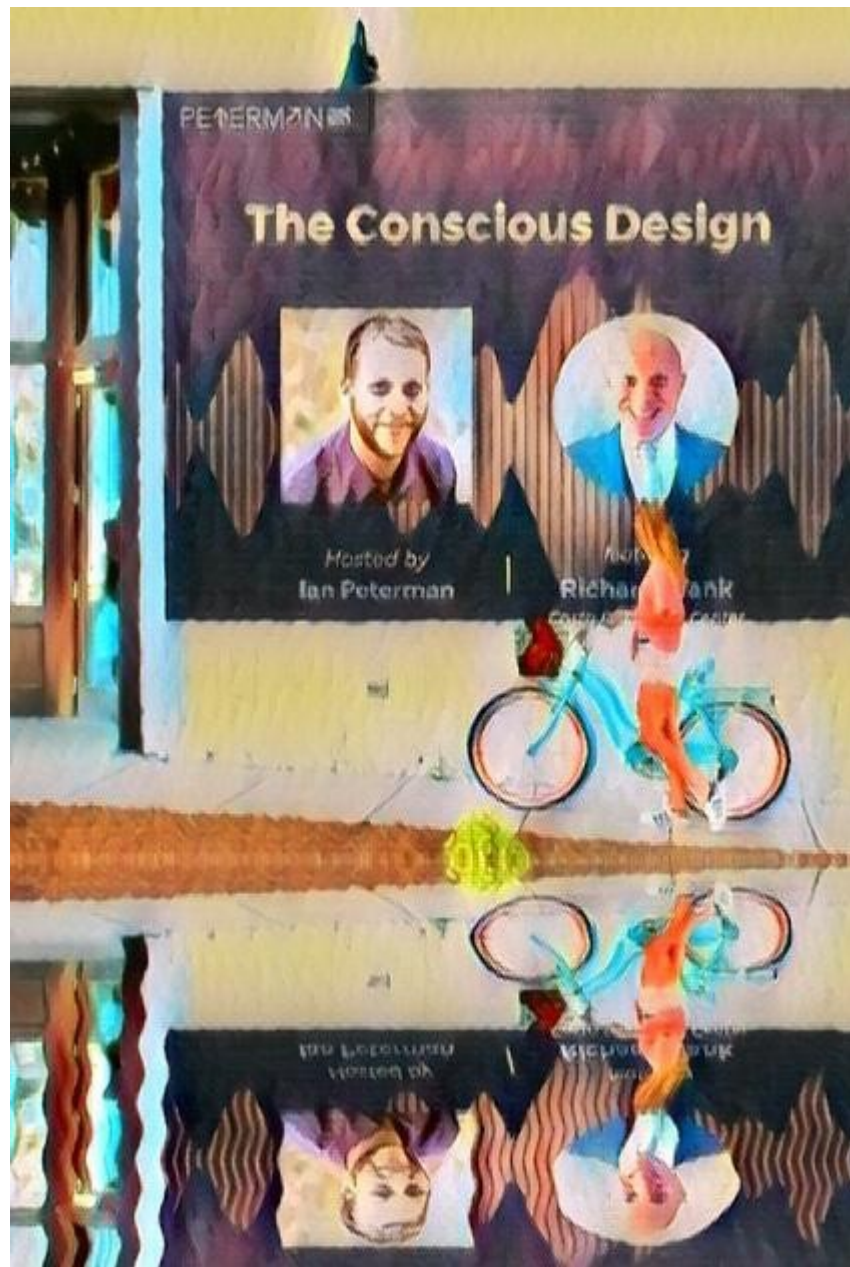




The Conscious Design Podcast. A Peterman Design Firm episode with call center CEO Richard Blank



Sustainability should support people, our planet, and be profitable. Ian Peterman, CEO and founder of the Peterman Design Firm, shares his expertise in product development, conscious design, and building a more sustainable future through the content here, on our blog, and on podcasts.



He also interviews designers, founders, and others who share ideas, products, and brands that can and are making a difference in the world. Our mission is to help people become conscious designers in every part of design and business and improve our world together. Please like and subscribe so you get our content first!

The Conscious Design



Hosted by
Ian Peterman



featuring
Richard Blank
Costa Rica's Call Center

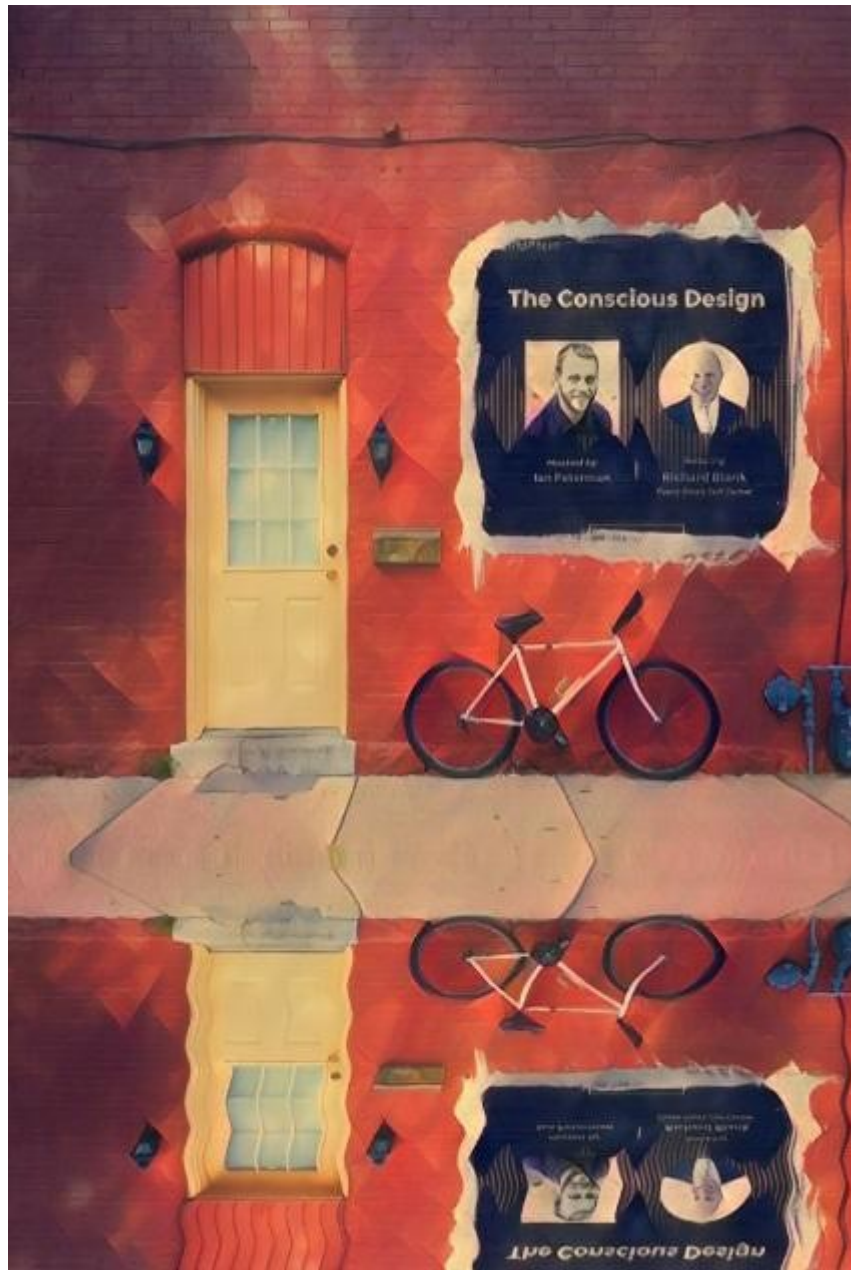
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About the Peterman Design Firm:

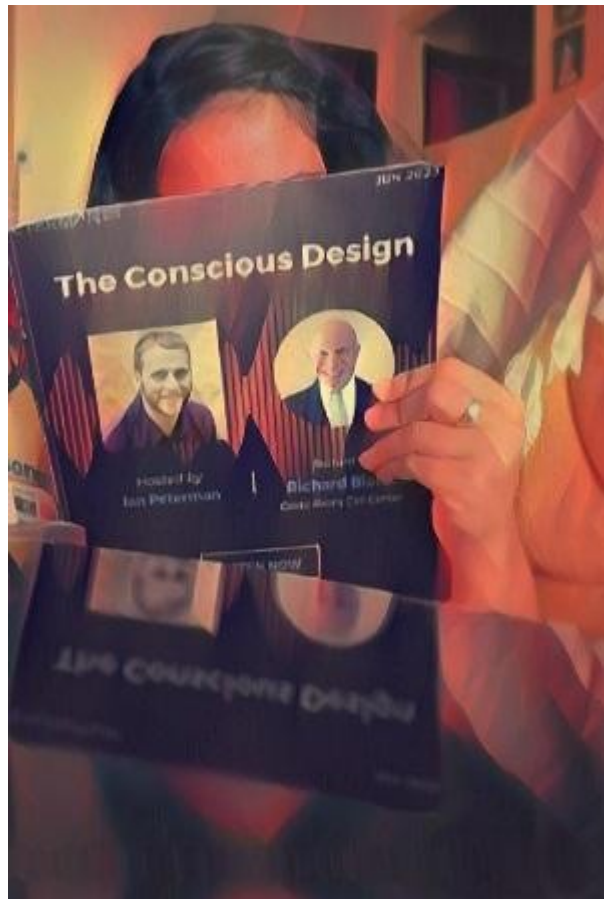
We partner with companies who want to make a positive impact in the world to develop and launch new products, services, and brands. We create and manage legacies for our clients and create growth through our approach, the Peterman Method™.



Welcome to another episode of Conscious Design Podcast, today Ian welcomes Richard Blank. Richard starts off by explaining what he does and what his company is based around. Richard even talks a bit about his background.



Richard and Ian both discuss the importance of culture and how it shapes the business you are trying to build in the foreign country. Richard then discusses how to properly motivate employees and what techniques he uses. Richard then mentions and recommends how to treat your employees and what are some techniques he has mastered and tried out which bring him results.



Richard however mentions what is important when calling customers and what needs to be said and done to make them interested in what you are selling. Richard also mentions trust and how it is built. In the guest outro Richard invites people to check him out.



Parts:

0:00 - Guest

Intro 4:53 -

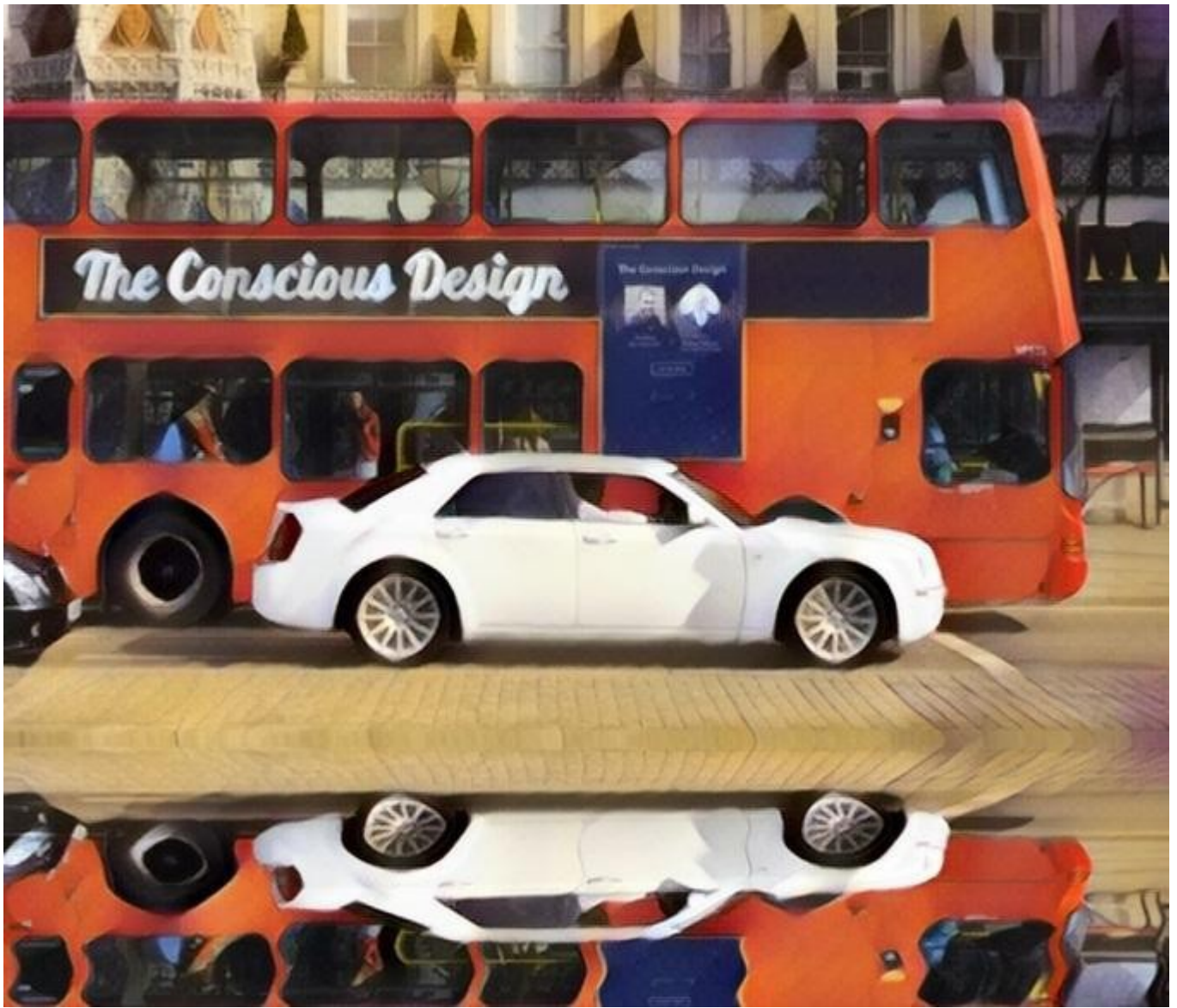
Culture

8:26 -

Motivation

14:46 -

Employees



18:46 -
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19:11 -
Customers

28:48 - Trust

36:10 - Guest
Outro

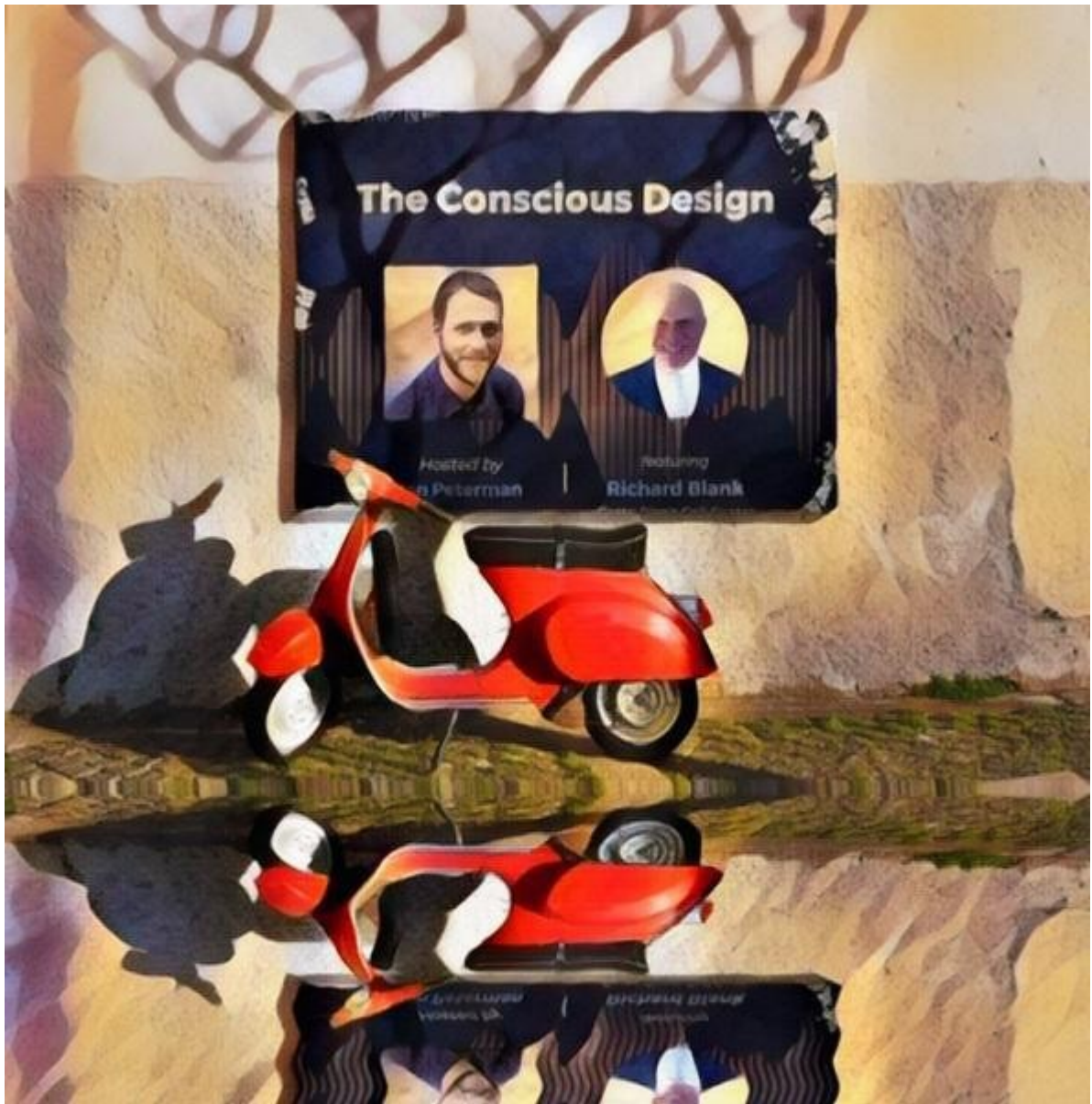


The Famous Buffer-Boomerang Technique with Richard Blank of Costa Rica's Call Center Richard's journey in the call center space is filled with twists and turns. When he was 27 years old, he relocated to Costa Rica to train employees for one of the larger call centers in San Jose. With a mix of motivational public speaking style backed by tactful and appropriate rhetoric, Richard shared his knowledge and trained over 10 000 bilingual telemarketers.

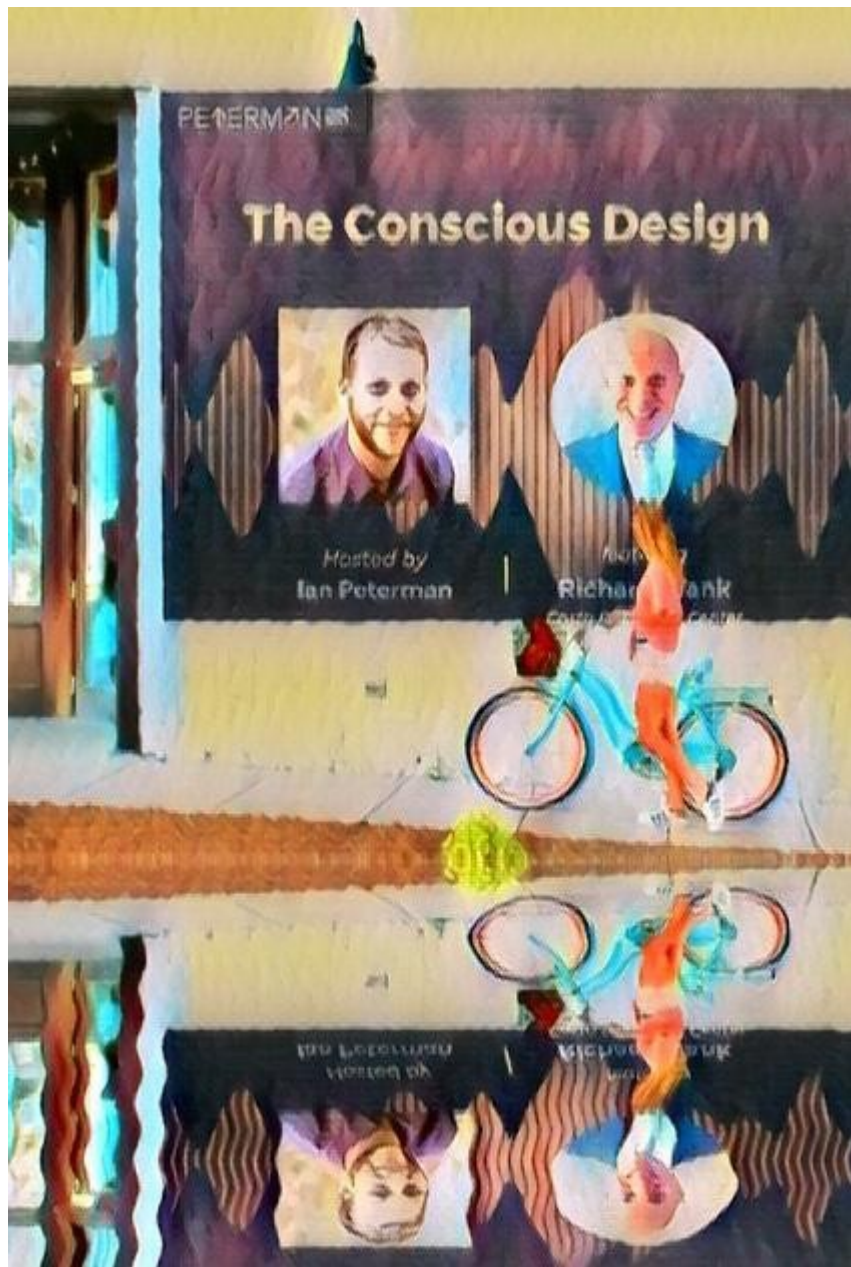


Richard Blank has the largest collection of restored American Pinball machines and antique Rockola Jukeboxes in Central America making gamification a strong part of CCC culture.

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, 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.



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



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