

Interview Transcript

Sam Busekrus | Jul 8, 2026 at 3:51 PM | en-US

Recruit AI

0:00

Hi, I'm from Ultimate Longevity Center calling about your AI-powered interview. How are you doing today?

Sam Busekrus

0:06

I'm doing well. How are you?

Recruit AI

0:08

I'm doing great, thanks for asking! I appreciate your interest in the Ultimate Longevity Center General Manager position in Maitland, Florida. I'm excited to learn more about your background and see how this opportunity aligns with your experience. As part of our screening process, I'd like to get to know you better and answer any questions you have about the role and company. It should take around ten minutes. Do you have any questions about the interview format?

Sam Busekrus

0:31

No. I'm good so far.

Recruit AI

0:33

Great! Let's get started then. Could you tell us about yourself and what attracted you to this opportunity?

Sam Busekrus

0:41

Yeah. Feel like my background really kind of segues into this. Starting with being a collegiate athlete, I've always been into, like, health and fitness. Before my current job, I was a fitness coach. So I'm really involved with, like, seeing people progress not only from, like, a client or, like, patient perspective, but also, like, team members. Like, I really enjoy seeing other people succeed, and I really think that's why I'm doing well at my current job. Is not only seeing patients get better, but also helping build the people up around me and putting people in the right seats And that's what really drew me to it. It's kind of a combination of all those things. One, helping people, but, two, building the right team around me. Um, I saw that all the locations are coming soon, so it seems like this would be more of, like, the start up of this location, which I'm really excited about because I really built, um, a good foundation at my current role and just took it and ran with it and really owned it. And so I'm really looking forward to finding the right people for the right seats to make it really succeed.

Recruit AI

1:57

That sounds like a solid fit. It's great to hear about your passion for health, fitness, and team development. It sounds like you've managed to create a strong foundation in your current role, which could definitely translate well into this position. Thanks for sharing that. Can you tell me about a time when you influenced someone to make a decision or take action?

Sam Busekrus

2:16

Yeah. Well, I would say because I'm a sales manager, I pretty much do this every day. I sell care plans, um, for patients, so I'm constantly helping people make decisions, but also, I do have a person under me, and I help manage the whole office. The sales operations. I help with marketing. I help with holding the doctors accountable. So I would say, in general, I do this every single day, um, helping people make the right decisions. Yeah.

Recruit AI

2:52

It sounds like you have a lot of experience guiding and influencing others in your current role. Leading a team and ensuring everyone is aligned and accountable is no small task. Could you share more about what specific experiences make you feel you're a strong fit for the General Manager position?

Sam Busekrus

3:08

Yeah. I feel like because I'm not I know on my resume, it says I'm a sales manager, but I would consider myself a utility player. Meaning that I can pretty much fill in in any department. I'm cross trained. So yes, I'm, like, the one generating most of the revenue in the office. But I also fill in for office management. I fill in for, like, front desk. I fill in again, like I said, for marketing and, like, intake. I fill in for some of, like, the doctor tasks. And so I feel like I have my hands in all the different departments, and I see, like, what personalities are needed for each seat. I see who doesn't do well. Like, I've seen the trial and error throughout my time there that it really helps me to be able to I guess, have a better starting point than most because I've already seen, like, the trial and error.

Recruit AI

4:04

That's impressive, having such a versatile role gives you a broad perspective and understanding of the different aspects of running a business. How you've been able to adapt and be cross-trained in various areas will likely serve you well in the General Manager position. What strategies have you used to generate referrals or business-to-business partnerships during your career?

Sam Busekrus

4:24

Yeah. I think the biggest thing referral wise that I've done is more of, like, customer or patient based. Not as much, like, business based. But we do campaigns where we'll do, like, raffles and different things like that to get Google reviews, I think having, like, that brand trusted presence is gonna be huge, especially at a new location. So getting as much, like, positive, customer experience as possible And I think that's what I've really learned is, like, the biggest piece is making sure each person has an amazing experience because there's nothing better than someone referring them, uh, referring a friend or referring a family member as opposed to, like, ads. So the best is word-of-mouth. And so I think the best thing to do is to start it off by getting a lot of positive experiences and a lot of positive reviews. And asking people like, hey. If you're having a good experience, like, know, is there someone else who could benefit from what we're doing here? Like, that's really the best thing you can do.

Recruit AI

5:31

Focusing on creating a great customer or patient experience seems like a smart approach. Positive experiences and word-of-mouth referrals can indeed have a great impact. It's clear you value building trust and community, which can be crucial for a new location. When it comes to managing a sales team, what KPI's would you monitor daily, weekly, and monthly?

Sam Busekrus

5:52

Yeah. So, currently, I monitor more of, like, patients coming in. So it's gonna be a little bit different, but I'm currently monitoring how many patients we get a week, how many are showing up. So, like, the missed percentage of people who are actually coming into these appointments. Who closes on their, like, initial sale which is, like, kind of a smaller value sale, And then from there, it shows up to the next part of that. Why people aren't showing up? Like, close rates, also in terms of, like, discontinuations or refunds. That's another thing that I'm I'm monitoring.

Recruit AI

6:32

It sounds like you have a solid understanding of tracking metrics that are essential for gauging performance and ensuring growth. Focusing on the entire customer journey from arrival to retention is key. Before we wrap up, do you have any questions about the role or the company that I can help answer?

Sam Busekrus

6:50

Yeah. I noticed that all of these are pretty much coming soon locations, and I do see that this position is needed at other Florida locations. But I guess my biggest question is is, like, what would success look like in this role? Especially because there is no one before me. I would seem like, be the first person coming into this because not even a location yet. So what does that look like success?

Recruit AI

7:21

Success in this role would likely involve setting up the new location from the ground up, establishing a strong team, and creating a welcoming and effective experience for clients. It would include driving sales, growing the client base, and building relationships within the community to establish the brand. Since you would be the first one in this role for the location, being proactive, adaptable, and results-driven would be key traits. Creating a blueprint for operations and guiding your team to meet objectives will also be essential in achieving success. Do you have any more questions about the role?

Sam Busekrus

7:52

What is the timeline, um, from here, like, the next steps

Recruit AI

7:57

I don't have the exact timeline details, but typically, you would hear back via email within a few days if you are chosen to move forward. They'll provide more information on the next steps in the hiring process then. Is there anything else you'd like to know?

Sam Busekrus

8:10

No. That'll be it.

Recruit AI

8:12

Great! It was wonderful speaking with you today. We'll be in touch soon about the next steps. Have a fantastic day!

Sam Busekrus

8:18

Alright. I appreciate you. Thank you.

Recruit AI

8:22

You're welcome! Take care and have a great day.