

Interview Transcript

Darren Dobey | Jul 14, 2026 at 12:20 PM | en-US

Recruit AI

0:00

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

Darren Dobey

0:05

I'm good. How are you today?

Recruit AI

0:08

I'm doing well, thanks for asking. Thanks for your interest in the Ultimate Longevity Center General Manager position with us. I'm excited to connect to learn more about your experience and how this role could be a fit for you. As part of the first step in our screening process, I'd like to get to know you better and answer any questions you might have about the role and company. It should take around 10 minutes. Do you have any questions about the interview format?

Darren Dobey

0:30

No. I do not.

Recruit AI

0:33

Great! So, can you tell us about yourself and what attracted you to this opportunity?

Darren Dobey

0:39

Yeah. So I worked for Orange Berry Fitness for over ten years which is in that health and wellness space as well as six years with MassageMD. I'm just looking for a new challenge that will strengthen my leadership skills as well as my sales skills. That I have really produced into a really attribute within me as a leader. Um, you can consider myself a servant leader. Um, I always tell my staff that I work for them. They don't work for me. In order for them to be successful, I have to be successful. So that's what really drew me to apply for this role.

Recruit AI

1:20

Thanks for sharing that background. Your experience in health and wellness sounds like a great fit for this role. Can you tell us about a time you influenced someone to make a decision or take action?

Darren Dobey

1:32

I mean, it's on a daily basis here at Organs Theory Fitness. We really sell more life. We try to prescribe the best benefit for them based off of their fitness goals and what they're trying to achieve. Being able to, you know, really dive deep into their why. And that is why I really enjoy, you know, selling products that really change people's lives and on a daily basis. You know, influence, it can be, like, just described as, helping someone make the right choice for themselves. Not for myself. And so that's what um, how I would answer that question.

Recruit AI

2:17

Interesting approach. Understanding and adapting to individual needs is so important. What experience do you have that makes you a strong fit for this position?

Darren Dobey

2:27

Um, well, I've been multiunit leader within Orangetheory Fitness. For over six years, and I started my career out as a coach as well as a studio manager. So being able to coach people into, you know, enjoying the livelihood of Orangetheory and fitness is really a passion of mine. I think that my skill set really includes multitasking and being able to act under pressure.

Recruit AI

3:01

It sounds like your experience in managing multiple locations and your background in coaching would be beneficial for this role. What strategies have you used to generate referrals or business-to-business partnerships?

Darren Dobey

3:13

Um, referrals are honestly, like, you just gotta build the product. You have to be able to give the person that is referring the other member a greater experience. So that comes from greeting people at the front door. Outreach is actually, um, you know, it does work, but, you know, if you are looking at outreach leads versus referral leads, you're gonna see a bigger conversion with referral leads. But we actually do a lot of business to business. A lot of my are required to go out and meet with businesses twice a week for at least an hour and then report back to me what they found. Finding businesses that complement your business is really key, um, aspects within the role of referral driving as well as business business driving.

Recruit AI

4:09

Building strong relationships and focusing on personal connections seem to pay off in your strategy. What KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

Darren Dobey

4:23

The daily KPIs that I look at is going to be conversion rates from the of a lead funnel. So if you're looking at acquisition, how many leads do you have? How many are converting all the way through the process of the product. Um, we also look at how many outbound phone calls are being made per day, how many sales are being made per day, as well as how many referrals you're getting. So, um, that's just a synopsis. As a regional leader, I look at a lot of revenue based KPIs as well when it comes to price per member. As well as price per package.

Recruit AI

5:05

It sounds like you've got a clear process for tracking performance closely. It was great speaking with you today. We'll be in touch regarding the next steps in the hiring process via email in the next few days if you are successfully chosen to move forward. Do you have any questions for me before we wrap up?

Darren Dobey

5:20

No. I do not.

Recruit AI

5:23

Alright, if you think of any questions later, feel free to reach out. Thanks for your time today, and have a great day!

Darren Dobey

5:29

Thank you.

Recruit AI

5:31

You're welcome. Take care!