

Interview Transcript

James Balaila | Jul 21, 2026 at 10:40 AM | en-US

Recruit AI

0:00

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

James Balaila

0:06

Great. How are you?

Recruit AI

0:08

I'm doing well, thanks for asking. Thanks for your interest in the Ultimate Longevity Center General Manager - Boca, FL 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 had about the role and company - it should take around 10 minutes. Do you have any questions about the interview format?

James Balaila

0:34

What would the interview format be?

Recruit AI

0:38

During this call, I'll ask you a few questions to better understand your experience and interest in the position. I'll also be happy to answer any questions you might have about the role or the company. It should take about 10 minutes. Does that sound good to you?

James Balaila

0:51

Okay.

Recruit AI

0:53

Great! Let's get started. Can you tell me about yourself and what attracted you to this opportunity?

James Balaila

1:01

With nearly twenty years of experience in the health and fitness and wellness industry, I bring to the table a lot of knowledge and experience with team building, membership building, operations, SOP structures. I know how to lead a facility in high end service, uh, that not only generates revenue, but also keeps customers extremely happy with five star reviews, which I've had a very proven track record and result with as well. And as well as maintaining a team with a high level culture that is driven towards success. Not only in the business, but also in a relation to themselves as to why they're there and why they also wanna do really good for the business.

Recruit AI

1:45

Thanks for sharing that. It seems like you have a strong background in the wellness industry which aligns well with this role. Could you tell us about a time you influenced someone to make a decision or take action?

James Balaila

1:58

I can tell you many times of influence somebody to take a decision or make action. Whether it's through a sales process, whether it's through experiences where I had a higher position above me once I worked inside of a hotel in a luxury situation. The clearest example is membership selling. I believe, uh, the right idea and the right representation of what you're trying to sell, uh, in a relatable fashion get somebody motivated to buy based on and their emotional relation to why they're even coming to you in the first place. I developed many systems, copywriting structure, sales funnels, and SOPs in order to do this effectively across many different roles.

Recruit AI

2:46

It sounds like you've been quite effective in driving decisions, especially in sales. What experience do you have that makes you a strong fit for this position?

James Balaila

2:56

Well, like I said earlier, it's nearly twenty years of experience in business management team development. But more specifically in copywriting, direct to consumer sales, uh, direct to business sales, anything sales related, marketing direct related are all under my belt. I've had years of experience of selling personal trainer in my younger years, years of experience selling out memberships, uh, in the more recent years. And, again, this is all not one piece. Every single piece is combined. Operations, uh, affect the way the customer has their experience. The customer experience is record related to the services provided. The morale of the team is also directly related to the services provided. And also the messaging that gets the person in the door is very important. So then when you get in the door, you have the same expectation that you came from your email or your text message that got you there in the first place. So every single piece is combined to create a high level of service, and this high level of service and this high level of experience is what directly influences, uh, revenue.

Recruit AI

3:58

You've clearly built a strong foundation in multiple areas that are critical for success in this role. With that in mind, what strategies have you used to generate referrals or business-to-business partnerships?

James Balaila

4:14

It's very simple, whether it's business to business or business to customer. It's almost always some type of email, uh, funnel, text message marketing funnel. Anything that gets the point across to get them to emotionally engage with you. And communicate with you is the same, whether it's a, business to customer, business to business. What is the problem I'm trying to solve for that person or that business? Makes them wanna work with me? How do I appeal to them that says, okay. I am the right fit for them to wanna work with me. I can solve their problems. So I've implemented all sorts of strategies. This again, comes down to the specific email flows of copywriting, communication, cold calls, text message, every form of email type of marketing, copywriting that you could think of. I probably tried it at a certain point, um, and I have a really good incentive as to what works at this point.

Recruit AI

4:01

It sounds like you're very experienced with various marketing strategies to build partnerships and generate referrals. Now, what KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

James Balaila

5:21

There's all sorts of KPIs to manage. Daily simply is just how many sales were made per day. There's the number of sales. Um, so whether it's ten, twenty, fifty. Then there's also the dollar amount of each sale. So now we have a dollar value figured to what we're making per day. We also have a dollar amount per customer KPI. So it's like, how much money is each customer spending in a single given day, what those sales look like. Then also, there's monthly KPIs as to what is a single customer paying every single month. Are they paying for high level tier, uh, items, uh, mid tier, low tier, entry level? What is their recurring billing, how long do they stay a client, Also, very important, what is the lifetime value you extract is usually over a course of, like, six months to a year. How long they stay a customer with you once they sign up, what is the customer acquisition cost based on the marketing? So if you have a customer acquisition cost, you need to get them to spend at least x amount of dollars to at least even on the customer acquisition and then how much money you're gonna make again over the course of time. Back to the LTV again. Uh, so there's all sorts of KPIs that you're gonna track on a daily, monthly, weekly, basis. But, again, also, like I said earlier, we also need to track the experience. What does that experience look like? Are they leaving reviews? Are we following up with them? Are they saying things about the staff? Because, again, the overall experience and the service is directly impactful of how long they're gonna stay a customer, what they're gonna buy, the sales process altogether. So there's a lot of KPIs that could be tracked. These are just, uh, some small examples.

Recruit AI

5:07

You've got a comprehensive understanding of key performance indicators that cover various aspects of sales management. 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. Have a great day. Do you have any questions before we wrap up?

James Balaila

7:27

What is the compensation of the position? What are some of the additional incentives of the position? Are there any bonuses, commission structures?

Recruit AI

7:08

The compensation includes a base salary, bonus, commission, and complimentary or discounted services. If you're interested in more specifics, I can connect you with someone who can provide more details. Do you have any other questions?

James Balaila

7:53

When is the position looking to be filled?

Recruit AI

7:38

I don't have the specific timeline for when the position needs to be filled, but I can find out for you. Would you like me to relay any other questions?

James Balaila

8:06

Is this position fully in person? Is it forty hours per week? Is it weekdays? Is it weekends? Is it partly remote?

Recruit AI

7:57

The role is located in Boca, FL, but I don't have specifics on the exact schedule or flexibility, such as weekends or remote work. I can connect you with someone who can provide more detailed information if needed. Any other questions on your mind?

James Balaila

8:30

That's all. I'm looking forward to the next step in the interview process, and then my questions could be fully answered there.

Recruit AI

8:15

Sounds great. If you think of any more questions later, feel free to reach out. Thanks for your time today, and have a wonderful day! You can end the call whenever you're ready.