

Interview Transcript

Robert Gonzalez | Jul 13, 2026 at 10:43 AM | en-US

Recruit AI

0:00

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

Robert Gonzalez

0:14

I'm doing wonderful. How about yourself?

Recruit AI

0:17

I'm doing well, thanks for asking. Appreciate your interest in the General Manager position with Ultimate Longevity Center. I'm excited to connect and learn about your experience. This chat should take around 10 minutes. Any questions about the format before we dive in?

Robert Gonzalez

0:22

No. I'm ready to go.

Recruit AI

0:21

Great! Let's start with this: Tell us about yourself and what attracted you to this opportunity.

Robert Gonzalez

0:49

Well, I've been in management for about twenty years. As of recent, I've been a realtor for four years, a brokerage manager. Where I oversaw multiple real estate agents as well as branch training, the p and I, um, any type of maintenance that needed to happen. I was also responsible for going in and closing sales when, uh, my real estate agents weren't were not able to. Currently, I've left that brokerage, and I now work for Wise Staffing. I'm a business development manager. And so I basically do about twenty to twenty five cold visits per day. With manufacturing facilities, light industrial facilities, hospitals, anywhere that uses general labor or skilled trade staffing. Or uses technical staffing. So I do that. So far, you know, I've been with the company since the end of January, and I've managed to establish eight accounts and restore two new accounts, uh, that were previously dormant. Nearly doubling the revenue in this particular location. Personally, I live here in Largo, Florida. With my wife and two dogs. Uh, my wife's a teacher, I also participate as a substitute teacher occasionally. Just to help her out.

Recruit AI

0:40

Thanks for sharing that. You have a well-rounded background with a mix of management and business development. What attracted you to the opportunity at Ultimate Longevity Center?

Robert Gonzalez

2:28

I wanted to utilize my skills and experience to, um, hopefully be a active and and and great partner for for the company. Wanted to also try something new and explore and maybe take a different direction. I felt like this was a great opportunity that kinda jumped off jumped off the page for me and and a way for me to utilize a lot of these skills I've developed over the years. In a way in a in a in a capacity that's going to better serve people and this particular organization.

Recruit AI

2:16

That sounds like a thoughtful approach. Shifting towards a role that aligns with your skills while exploring new directions in the wellness space can be quite rewarding. Now, can you tell me about a time when you influenced someone to make a decision or take action?

Robert Gonzalez

3:30

Yes. So throughout my career, I've been a salesperson first and foremost. As well as a sales manager, trainer, and developer, general manager. But in most of my positions, I was responsible for personal contributions as well. I can tell you about a a time where I had a presentation with a company that was local to my twenty four Hour Fitness location in Mountain View. This company was looking to expand and do wellness a wellness program for its staff. I came in and I did a presentation to their entire staff which was about a hundred to a hundred and twenty people. Talking about the benefits of health and wellness and and utilizing a fitness facility such as ours, the benefits of personal training, and how that could help them to stay fit and healthy and keep them motivated. And I was able to establish an account with with that company. The company that I'm referencing is Stanford. So I was able to establish account for their accounting department. And and they utilize that account in multiple locations throughout the San Francisco Bay Area.

Recruit AI

3:13

It's great to hear about your successful approach to engaging and forming partnerships. What's an example of experience that makes you a strong fit for the General Manager role at Ultimate Longevity Center?

Robert Gonzalez

4:56

I have a passion for health and wellness. Uh, I've been in the health and wellness space for many years as an active participant since probably nineteen ninety eight. Working out myself and paying attention to nutrition. I've taken a lot of nutrition courses. Also, I have my personal training certificate And then I, you know, I I work for twenty four Hour Fitness, which is probably one of the best experiences of my life. And and why I why I consider one of the best experiences is because it it gave me an opportunity to help transform people's lives. To put them in a a place where they were in better health and better mental health, And then also, I felt like I was doing something good for them. Rather than than being in a position where you're primarily just taking sales and taking money from people, Being in the health and wellness industry really feels like you're giving back.

Recruit AI

4:43

You clearly have a deep commitment to health and wellness, coupled with practical experience in fitness management. That combination is valuable for a role that emphasizes improving people's well-being. Let's talk about strategies. What strategies have you used to generate referrals or business-to-business partnerships?

Robert Gonzalez

6:17

Uh, strategies I've used is, um, I've actually joined the Chamber of Commerce in multiple roles where I've gone and attended mixers and also reached out to members of the chamber. I typically when I take over a store location, I will search their surrounding areas looking at corporate possibilities for corporate partnerships, you know, to be specific, would say I did this more so at Sleep Number or at twenty four Hour Fitness. At Sleep Number, I would partner with chiropractic offices and generate leads through the chiropractic offices. Also, would actually refer pay clients that came into Sleep Number who were having back issues to particular chiropractors. It was a win win for both of us. At twenty four Hour Fitness, you know, companies have a budget for health and wellness programs, and it's also a great benefit to their employees. Um, it attracts people to work for particular organizations. And so, um, I was able to, scout out locations in every twenty four hour fitness branch that I managed and look for local businesses that would benefit having a partnership with a company like twenty four Fitness. And that would benefit from a wellness program who didn't have one in place currently.

Recruit AI

5:58

Those are effective strategies to build strong business relationships and partnerships. Now, if you were managing a sales team, what KPIs would you monitor daily, weekly, and monthly?

Robert Gonzalez

7:56

Some of the KPIs that I monitor are for instance, at at twenty four hour fitness, or any company was always my close ratio. So I was always looking at, you know, how are we closing? You know, how many opportunities are walking out of our door that we could capture? And then I'm also looking at a KPI that, that is usually tied to those people that did actually leave our establishment. How many of those people were we be able were we able to to capture after the fact? So our follow-up process. In addition, you know, I look at referrals, see how many referrals my my sales people are bringing in because if they're giving somebody a great experience, typically, that person wants to share that that exceptional experience with others. And so referrals are are really important to our business. Depending on the nature of the business, if there is an attachment to some type of accessory or add on, I'm looking at that. Also, attrition. I wanna see how many people are leaving our industry, um, and, you know, doing exit interviews and primarily finding out exactly why they're leaving so that way I can improve our facilities, improve, um, our services, and then hopefully, stop the bleeding so we're not losing additional clients going forward. I look at our gains versus our losses, so I ensure that our business is growing versus losing. And losing market share. So some those are some of the KPIs that I I track. And then also, you know, in some industries, I've been able to use utilize other other forms of KPI tracking such as follow-up calls that are done by a third party net promoter scores, which tell me, you know, how somebody's experience was when they came into our location and usually gives us detailed feedback on what that experience was like, what they liked about their experience, and what they didn't so I can help my salespeople to improve.

Recruit AI

7:42

It sounds like you have a comprehensive approach to monitoring KPIs that help drive business success and improve customer experience. It was great speaking with you today. Do you have any questions for me about the role or the company?

Robert Gonzalez

10:22

Yes. Can you tell me a little bit about, uh, the company and and the specific details of the role.

Recruit AI

10:07

Sure! The role is with a fast-growing premium wellness and longevity brand located in Largo, FL. As the General Manager, you would lead center performance in sales, operations, team development, and client experience. This position is for someone passionate about helping people enhance their health and wellness. Are there any specific aspects of the company or role you're curious about?

Robert Gonzalez

10:55

What are the working hours?

Recruit AI

10:31

I don't have the specific details on the working hours right now. However, I can connect you with someone who can provide more information. Any other questions you have in mind?

Robert Gonzalez

11:08

What are some of the KPIs that you track?

Recruit AI

10:57

In a role like this, common KPIs might include sales targets, client retention rates, staff performance metrics, customer satisfaction scores, and operational efficiency. These help ensure the center meets its business objectives and delivers excellent client experiences. Do you have any more questions?

Robert Gonzalez

11:32

May I speak to somebody who can answer the questions that I you were unable to answer?

Recruit AI

11:12

Sure thing. I'll make a note to have someone from the team follow up with you to provide more details on those aspects. Is there anything else you wanted to know?

Robert Gonzalez

11:49

What is the culture of the organization?

Recruit AI

11:38

I don't have the specific details on the culture, but the role is with a brand focused on wellness and longevity, suggesting a likely emphasis on health, well-being, and growth. It could be beneficial to connect with someone from the team for a more comprehensive answer. Any other questions?

Robert Gonzalez

12:11

No. Thank you.

Recruit AI

11:53

You're welcome! It was great talking to you today. We'll be in touch via email about the next steps if you move forward in the process. Have a great day!