

Interview Transcript

Peter Guzman | Jul 21, 2026 at 10:58 PM | en-US

Recruit AI

0:00

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

Peter Guzman

0:06

Fantastic. How are you?

Recruit AI

0:09

I'm doing well, thank you! Thanks for your interest in the Ultimate Longevity Center General Manager position in Largo, FL. I'm excited to connect and learn more about your experience to see how this role could be a fit for you. This part of the process should take around 10 minutes, where I'll get to know you better and answer any questions you might have. Do you have any questions about the interview format before we start?

Peter Guzman

0:32

No. Let's jump right in.

Recruit AI

0:36

Great! Tell us about yourself and what attracted you to this opportunity.

Peter Guzman

0:42

My name is Pete. I've been in the health and fitness space for three plus decades, uh, most recently as a personal training manager for one of the most successful franchise groups under the Crunch umbrella. I am a father I'm a mixed martial artist. And this whole idea of wellness is something that I've been working towards since the nineties, and it just excites me to know when that we could become a bigger part of the health care continuum. And solve a lot of people's problems before they start to have it. Enhance people's lives, now So the hard work that they're putting in now, the the better choices they're making now, it's gonna allow them to have a better life. For a longer period of time.

Recruit AI

1:33

It's great to hear about your extensive experience in the health and fitness industry and your passion for wellness. Your experience with leadership in a franchise setting seems like it could be a strong fit for this role. Could you tell me about a time you influenced someone to make a decision or take action?

Peter Guzman

1:49

Absolutely. Uh, we just had Robin Robin was a young lady that I met on the floor working out. She was passionate about exercise and wellness and helping other people, but she didn't have the the confidence that she'd be able to do it professionally, that she would be able to make an impact. So through proper coaching, setting the right expectations, And by leading from the front, having her shadow, she was able to see how good she really could be, and she can see the positive effect that she had. And she's been trainer of the month two months in a row, hitting more than fifteen thousand dollars in revenue by herself

Recruit AI

2:35

That's an impressive example of mentoring and developing talent. It sounds like you provided her with both the guidance and confidence she needed to succeed. What experience do you have that makes you a strong fit for this position?

Peter Guzman

2:48

Uh-oh. I've been a leader, so to speak, in this industry for an extended period of time. I've been in fitness as an owner. I was a started in mixed martial arts. With a organization that eight locations and helped them grow to fifty five. Left there to open my own gym. So darn great success, and I've had great failures. But it's always been about making sure that we come through with our promise, doing whatever it takes with the right passion, with the right integrity to make sure that we're coming through with our promise. That is the key success here, right, is that we have to have the results. If we come through with the results and if we really focus on that part of it, then it's very easy. It's to have the confidence to go and knock on the next door to pick up that phone and call the next lead to do what it takes to make sure that we let everybody know about this super product that we have how we can help them solve the problems that they have.

Recruit AI

3:57

Your extensive experience in leadership, growth, and delivering results in your ventures speaks volumes. It seems like you've built a strong foundation through both successes and challenges. What strategies have you used to generate referrals or business-to-business partnerships?

Peter Guzman

4:04

Been a variety for sure. Nothing beats gripping and grinning. Of course, everybody's on social media. Everybody's doing all of that, where I think we get to stand out because that's already being done on a pretty much a global level with this ULC. Um, but going business to business, every manager, every store owner, within a three mile radius is gonna know who I am. What we offer, and how we can help each other out. Most recently, we had an activation or each and every month, we do two events. Where we have some vendors come into the gym and it wasn't very successful for a long time. So I did something very simple. I created a little punch card so that every gym member, if they go to the table, they go and meet each one of our vendors, They get a little initial from the vendors, and it was going to allow them to be entered into a raffle to win a prize. But what it did is it forced and encouraged a lot of our gym members to go up to these different vendors and start to get some information and gave everybody an opportunity to talk about what they were there to do. Uh, so it really made the vendors happy in they told other people we're able to bring in more corporate memberships through that.

Recruit AI

5:43

That's a creative and effective strategy. Engaging directly with local businesses and members to foster connections clearly benefited both the gym and its partners. Let's talk about Key Performance Indicators (KPIs). What KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

Peter Guzman

6:02

So to get to the profit that we need, we need enough human beings with issues that we have to solve. Right? So we have to make sure they're getting enough leads from leads. How does that convert to appointments or sales? Right? I'm not sure what the flow is. For you guys, but for us, was we get a lead, From the lead, we have to set an appointment. From the appointment, how many are gonna show? How many show? How many are we gonna close? If we don't close, what is the follow-up steps? How many follow ups do we set up? And then how many do we close from there? And then we do our check-in and see how many referrals that we're getting from there. So those are the main KPIs Um, and then once we are seeing where the strains are there, we could also see where the weaknesses are. Start to train our staff on where they need to focus. So not only once they have those sales, how can they duplicate that? What are they doing so well that they can get that referral and help somebody else out? That's gonna lead to the success that we're talking about, uh, revenue, referrals, retention, That's kind of the idea.

Recruit AI

7:13

It sounds like you've got a comprehensive approach to monitoring KPIs, focusing on every stage from lead generation to client retention. Identifying strengths and weaknesses through these metrics really helps in guiding training and growth. 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

Peter Guzman

7:37

Thank you for your time.

Recruit AI

7:42

You're welcome! Before we wrap up, do you have any other questions or anything else you'd like to discuss?

Peter Guzman

7:48

Looking at the time frame on which the facility was looking to open, What the hours are going to be, and what you believe is the most important thing that your company is looking for.

Recruit AI

8:07

I don't have specific details about the facility's opening timeframe or hours, but I can certainly connect you with someone who does. As for what the company is looking for, they're interested in a purpose-driven leader passionate about wellness, who can drive sales and deliver a premium experience. Is there anything else you'd like to know?

Peter Guzman

8:26

No. It sounds like we're aligned in that same goal.

Recruit AI

8:29

That's great to hear. If you have any more questions down the road, feel free to reach out. Have a wonderful day, and thanks again for your time!

Peter Guzman

8:38

Thank you.

Recruit AI

8:40

You're welcome. Take care!