

Interview Transcript

Juliza Kramer | Jul 30, 2026 at 8:51 AM | en-US

Recruit AI

0:00

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

Juliza Kramer

0:06

I'm doing great. Thank you. How are you?

Recruit AI

0:10

I'm great too, thanks for asking! I'm excited to talk about the General Manager position at Ultimate Longevity Center with you. It should take around 10 minutes. Do you have any questions about the interview format before we dive in?

Juliza Kramer

0:22

No. Not at all. I'm excited. I'm excited to hear about more of the position and to tell you about myself.

Recruit AI

0:31

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

Juliza Kramer

0:39

Yeah. Absolutely. So I love health and wellness. I have been into health and wellness my entire life. So I very much am about taking care of myself. Um, I work out every single day. I love weight training. I play sports. I played sports in college. And so for me, uh, I just love the entire health, wellness, longevity, and preserving yourself preserving your body, and taking care of yourself long term. And so I honestly geek out on these topics, and I do a lot of research myself. I saw that, uh, Gary Breka is a partner and I listened to podcasts with Gary Breka for years now. And so when I saw this opportunity, I thought it was perfect for me. And I also happened to grow up in Boca, uh, and I saw that it was in Boca. So I thought it was a great location, and I love what you all are doing.

Recruit AI

1:37

Thanks for sharing that. It's great to hear how passionate you are about health and wellness and your connection to Boca. What experiences or skills do you bring that you think make you a good fit for the General Manager position?

Juliza Kramer

1:50

Yeah. I'm definitely great at a couple things that I think would be a good fit for this. So one, I'm a people person. I love people. I love helping people when it comes to their health and longevity. I actually have family members that have not been in good health in their elderly age, And so it makes it even more important to me. It's a topic that's very near and dear to my heart to help people that are, you know, that don't know much or to educate people. And so I'm great with people, with building relationships, establishing relationships, maintaining them long term. I'm great at educating an audience and educating people um, a customer or a client. I definitely would say that that's a strong suit for me in all of the positions that I've held I've had to do sales. And so sales is a big role that I've held throughout my entire career for the last fourteen years. And so for me, again, building that relationship and maintaining it long term and also educating my customer or client is something that is a strong suit for me as I've done it in every role I've held. I also love health and wellness in general. And so I think being able to work around that and um, be in an environment that focuses on that is something that is important to me and my skill set of sales, relationship building, and also multitasking. I would say I'm able to get a lot of things done and wear a lot of hats. And I'm a team player, so I like to roll up my sleeves and do whatever I need to do to keep the organization running and, uh, to help grow and scale it as well. So I'm great at customer service. I'm great at building relationships. I'm great at educating. And so I think these would all be great skill sets for the position.

Recruit AI

3:57

It sounds like you've got a lot of valuable experience and passion that align well with the role. Let's dive into a bit more about your experience. Can you share a time when you influenced someone to make a decision or take action?

Juliza Kramer

4:11

Yes. So I like I said, all the roles that I've been in have been sales roles. So for me, uh, we had one of my roles I was selling I was the director of membership development for the Palm Beach North Chamber. And I was selling my memberships, but there was a higher tier. So we had a tier that was, uh, our executive trustee membership. And we had a member that was looking to drop the membership and I basically had to convince them to stay. And so they had been a member for a long time. They felt like they weren't getting a value add from this tier anymore. And then what I did was I called them personally, and I had a conversation in finding out their needs. So I asked them specifically, where do you feel like you're not getting value in this What do you feel like we could serve you better in What do you feel like you need to see more of? So I asked questions. I called personally. And then I did follow-up, uh, personally as well to make sure that our we did end up keeping this client and I made sure that I followed up with them to make sure that they were happy, that they were getting more of the programming they were looking for. And that we had taken care of them truly and truly cared about what, uh, they were complaining or were not happy about. And so they were so happy in the end. They ended up keeping their membership. They're still members to this day. I'm still friends with the people that I had spoken to at the time. So that's that's how I I turned it around is calling myself making sure I found out what the needs were, and then following up personally.

Recruit AI

5:58

That's a great example of how you turned a challenge into an opportunity to strengthen a relationship. What strategies have you used to generate referrals or business-to-business partnerships in your previous roles?

Juliza Kramer

6:11

Yeah. Absolutely. So I've used multiple strategies. Basically, what I've done throughout my career, uh, depending on which company I was with. But I have used social media I have used public speaking and education. So holding workshops and programs where I'm educating the audience on who we are and what we're doing as an organization or as company. I have also done a lot of network so I'm heavily involved in the community. I've been in this community, uh, specifically in Palm Beach County, for my entire career. So I have a network that spans from not just Palm Beach County, but my network goes down to Miami. It's basically Tri County because I have held roles where I've had to work tri county accounts. And so I've had all the way from Miami to Jupiter and even a little bit north of Jupiter. So in that respect, uh, I feel like I have a very strong network because I've done a lot of networking, being involved in the community. I've been on committees, councils, and boards to make sure that I have visibility in the community, so making sure that my company is at the forefront and that we're visible, we're constantly top of mind. And so networking, public speaking, and educating um, a lot of community engagement and community events, I also like I said, the social media marketing. I've also done a lot of traditional marketing, so where we're sending out direct mailers or email blasts. So it's been a combination of a lot of different marketing tools. Um, also, some new school marketing, like, I've used geofencing before and, um, Snapchat campaigns and ads. And so again, using multiple streams of getting people in the door.

Recruit AI

8:08

You've used a wide range of strategies to build connections and visibility, which sounds very effective. Let's switch gears a bit and talk about managing a sales team. What KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

Juliza Kramer

8:25

Yes. So basically, where I would or what I would be looking for is new leads pipeline, seeing how, you know, we're bringing in new potential leads through the pipeline, seeing what we are involved with and how we're bringing them in. So through the strategies that I mentioned, previously, and then looking at the number of leads in the pipeline, where they're coming from, if they're growing month to month, if we're scaling month to month. And I would hold weekly meetings. Uh, I know that in the past, I've held a once a week meeting check-in, see how we're doing, see how I can help with the leads. See what's resonating in the community, see what, you know, people are attracted to and what they are more looking for in a specific area. And how other how our competitors are getting them. So learning and educating, uh, the salespeople, the sales team, making sure that they're very on the product, and then having weekly meetings having a once a month meeting, and also following up with numbers and tracking sheets, seeing where we are with the pipeline, and what the sales are, making sure that they're increasing month to month.

Recruit AI

9:52

Monitoring lead generation, holding regular check-ins, and tracking sales growth are all great ways to ensure success within a sales team. Before we wrap up, do you have any questions you'd like to ask about the position or the company?

Juliza Kramer

10:06

Yes. What does the interview process look like? So after this interview, what does this process look like, and, uh, how how quickly are you all looking to fill the position?

Recruit AI

10:20

I don't have specifics on the entire interview process or timelines, but we'll be in touch via email in the next few days if you're chosen to move forward. Is there anything else you'd like to know?

Juliza Kramer

10:31

What is there anything or what did I not bring up that maybe would help me get into the next step of the process Is there anything that I didn't mention that you all are looking for specifically in the candidate that you'd like to see in this role?

Recruit AI

10:47

You've covered a lot of relevant experience and skills, showing your passion for health and wellness and your strong fit for this role. At this point, showcasing your ability to drive sales growth and build strategic partnerships is crucial. If you have more examples or specific achievements you want to mention, feel free to share. Do you have any more questions?

Juliza Kramer

11:09

Well, I would love to share on my building strategic partnerships I definitely have a ton of experience in doing that because I've had to do that throughout my career for the last fourteen years. And you know, some of the ways that I was doing that was through relationship building and being involved in the community through education. So you know, a lot of times when people don't know who you are or what you're doing or what you have to offer, it's really hard to create that strategic partnership because they're not on what you're doing. And so that's a big component of my building strategic partnerships is educating, um, meeting people, through the community and making sure that they know who we are and what we're doing and then showing them those offers that we have. And so I've been doing that for the last fourteen years, and I actually love it Um, I love finding companies that I can partner with. And, uh, create that partnership with to see us both scale and grow. So thank you for bringing that up.

Recruit AI

12:10

Thank you for sharing that insight into your approach to building strategic partnerships. It sounds like you're passionate about creating valuable connections, which is great for this role. If you have any other questions or thoughts, feel free to let me know.

Juliza Kramer

12:23

Nope. That's it. That's all I have. Thank you so much for your time today.

Recruit AI

12:28

You're welcome, and thank you for sharing your experiences. We'll be in touch soon about the next steps. Have a great day!

Juliza Kramer

12:36

Thank you. You too.

Recruit AI

12:38

Take care! Goodbye.