

Interview Transcript

Brian Hills | Jul 30, 2026 at 1:48 PM | en-US

Recruit AI

0:00

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

Brian Hills

0:06

Joe, great today.

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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 had about the role and company - it should take around 10 minutes. Do you have any questions about the interview format?

Brian Hills

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And if you found four mast cells fine to me, let's uh, I'm ready to rock and roll.

Recruit AI

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Great, let's jump right in. Can you tell us about yourself and what attracted you to this opportunity?

Brian Hills

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So I'm Brian Hills. New to Arizona as far as since two thousand twenty three, but I spent the last fifteen years leading customer focused businesses, uh, self storage, real estate, operations, sales, and team development. Throughout, I've I've actually grown. I've been in situations that are very challenging. So had to grow as far as revenue, customer reputation, and copy registration is improved customer service. Recently had to coach high performing teams you know, for the car wash business. And then manage the day to day operations. That's the main thing. Obviously, I had this is my wheelhouse, general management, and then I've I've done a a brand new I think I've done three grand openings. Uh, one for two for Cobblestone and, one for Storage Experts, and then another one was kinda like a a marketing business consultant with snooze you lose fit I mean, snooze you lose, uh, mattress. So you know, ultimate longevity is it combines everything that I already do as far as, like, your and the mission that generally helps people. So I used to be a former athlete, so wellness, and longevity, and trying to, you know, help people actually get to, you know, where they need to be as far as health is something that I love. I used to be a personal trainer too as well, so this is something that's right up my alley.

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Sounds like you have quite a range of experiences that align well with the position, especially with team development and customer-focused strategies. Could you share a time when you influenced someone to make a decision or take action?

Brian Hills

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Yeah. Um, most recently, I would say, far as team development is had a brand new location that's opened up in Gilbert, uh, Cobblestone. So we had a lot of newbies and, uh, at young ages. Obviously, the difficulty was being able to be able to take projection. I think our goal was to get to ten percent sales. Meaning, so if you saw a hundred vehicles, you need to sell at least ten of those vehicles. And I had about a staff of fifteen, and everybody has to be able to sell. The big thing was to tell them that, hey. Rejection happens. Trying to get the customers to what they wanna do, which is you try to give them the best experience when they come here. So they need to see smiling faces, meeting professional. And I'm a be out there with you helping me to coach you up at the same time. So leadership comes with, you know, showing by example in my in my book. It's not just telling not just telling the team, hey. You go out there and you do it and know, best of luck. It's more of hey. We're gonna all do this together. If gotta stand out there and it's a hundred and ten degree heat, and you have to smile, and sweat and get things done, which we had to do. You know? I'm a be out there with you. I'll make sure you're hydrated. I'll make sure you're smiling. Make sure we're having a good time people need to see that, you know, whether it's with the the wellness center or, you know, like, I was doing in Carl West business. We need people. We need repeat customers. So we wanna make sure they have the best experience when they show up. So starting from the curb appeal, to when they drive up, to when my sales team decides the the right pitch for them, get them to what they need to, get them through the process within five minutes, and then have them on their way and then want to come back and bring people because they enjoyed the experience and the professionalism you know, and and the the quality of our products. So that's been the last, let's say, six months I had to do that, and that's We're doing daily coaching every hour to make sure everybody stayed on track and reached our sales goal. So instead of us reaching, uh, ten percent, we were we're at a clip of seventeen percent. So we were exceeding extra as far as sales and membership.

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That's a great example of hands-on leadership and shows how you drive a team toward achieving and exceeding their goals. What experience do you have that makes you a strong fit for this position?

Brian Hills

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Obviously, I just recently did I worked for a startup before, but then, obviously, I've done I've been to struggling location, and then, obviously, this is a brand new location. Um, I accept the challenge, and I like something that's, you know, that doesn't keep you complacent. I think my my skills are are well suited for this because I I have a range of skills but it has to deal first with the being able to relate to the people, the customers, the clients. And, you know, understanding that you have to listen, you have to be engaging, you have to have quality product, you have to be professional. You have to you have to be able to encompass all this to be good at what you do. From good to consistent to great, And so what I've learned in my history, especially going from different industry, but all related is, everybody wants a good experience. If you wanna especially repeat customers are depending on how much they're how much they're paying, It could be from a thousand dollar, uh, storage facility, to a six hundred dollar car wash package to when I did real estate buying seven hundred thousand dollar home, at the end of the day, need to like you, like what you're presenting, like the business, understand that you're getting them to the best product, and you wanna see them you know, get what they need and then enjoy it because they you want we need them to come back. We need them refer people need to have a good reputation. So that's what I try to lean on when I with my my leadership skills and and being good for this position that I encompass all that, and that's what I bring. Especially when it's something that's new, you really have to be on point all the time because this is their first impression. Their first impression, especially in business, wanna have your best foot forward.

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Your emphasis on customer experience and engagement, especially through your diverse experiences, sounds like it aligns well with the role's focus on driving a premium wellness experience. What strategies have you used to generate referrals or business-to-business partnerships?

Brian Hills

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I mean, in the in the the most recent history, we've had in self storage, let's say, a rental car wash who would we reward the the customers for coming in with business. We have discount coupons. We would have, uh, certain, uh, days of the week where if they brought someone in, we, you we would also give them discounts Sometimes we would give them gift cards. You know, we wanna make sure that they understand that we wanna earn their business and continue to earn their business And so if we can if we can honor them and and make sure that they're taken care of, when they bring people to us, we're gonna take care of them again for just getting the word out there. So, obviously, we have referral programs. My marketing strategy late lately have been collaboration with other businesses. Small businesses, or local businesses. So most recently, at Cobblestone, we had a seven Eleven that was in our same wheelhouse. So seven Eleven seven Eleven had a grand opening. We actually merged with them. So they were giving away stuff, free slurpies, free food. So we were giving away free car washes at the same time. So we wanted to make sure anybody that they sent over to, uh, seven Eleven that anybody we sent over seven Eleven, seven Eleven was also sending over to us. So we're in the same parking lot. So we had a lot of customers coming through. So our releasing our recent collaboration with with that was basically collabing with other businesses, doing a referral program, and then making sure that whenever they came to our location, we took care of, uh, the person we collaborated. We took care of the customer so they have a great experience. And we tell them, hey. We'll reward you with a referral with a referral if you come back and you bring somebody else too. Know, and you help out our our business partner or our business neighbor also sent you over here. Because we wanna make sure a win win situation for everybody. So that was what I did as far as referrals. We did free car washes. Had coupons, gift cards, and we also sent them over to our neighbor seven Eleven, who also had, uh, their own little coupon. So was basically a collaboration of efforts because you wanna get everybody in your area. So this is a new location. We definitely wanna make sure that everyone that's around us knows that we're open and that we will also reward the clientele they sent to us that's in their network or in their warehouse and we wanna make sure that we we're we're getting everybody. We're not just worried about one specific customer. We want customers from all over and then have them put the word out that this is the place to come to and that will also reward you for sending us business in it and helping us earn more.

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That's a solid approach to building community partnerships and growing business through collaboration. For managing a sales team, what key performance indicators would you monitor daily, weekly, and monthly?

Brian Hills

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So as of recently, we had a sales we had a spreadsheet. So

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Feel free

Brian Hills

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to manage our kit, to manage the KPIs, we we ended up, uh, having, like, a daily thing where, you will show all the sale. We track obviously, with the sales number, the employee's number, see how many vehicles are customers they are seeing. So let's say if they had a hundred a hundred customers, we will make sure, you hitting their goal of getting ten customers, or getting some of them for so we wanna make sure their goal was at least between eight to ten percent. Ten percent being the goal for that location, but if anything was under that, we wanna make sure that at least hitting at the minimum eight to ten percent. So we track it through car count, our KPI. We had a system with with UKG where we track how many cars came in that day, many people they saw by their employee number. We had a a surveillance camera. We'd also hear audio to hear how they pitched. So it was a a collaboration of everything. Plus, me as a manager, I would be out there listening to their pitch as well to make sure delivering the same message to every customer. Or delivering the message of getting the customer what they want. We don't just wanna be robotic and just saying the same thing over and over again. Somebody wants a a different type of service. We don't want them to say the same thing just to get through it. We wanna make sure they're pitching but they're pitching to what the person wants. It's, you know, customized or geared to that person so then we're getting the sale or we're getting the best effort out of that salesman. So the people are experiencing something that's just catered to them.

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11:04

Your approach of using sales data, customer interactions, and personalized pitches clearly shows a focus on improving sales performance and customer satisfaction. It sounds like a comprehensive way to ensure team success. 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?

Brian Hills

11:29

No. It was a great interview today. Uh, this is the first time I've done it this way, so it's it's always, uh, good to have a new experience. So, hopefully, this will this will go great, and I'm excited about the opportunity. So thank you.

Recruit AI

11:46

Thank you for your time and your interest in the role. Have a great day, and good luck with the next steps.

Brian Hills

11:52

Thank you. Have a good one.

Recruit AI

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You too. Take care!