

Interview Transcript

Dakota Morlan | Aug 3, 2026 at 2:27 PM | en-US

Recruit AI

0:00

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

Dakota Morlan

0:06

I'm doing good. Thank you for asking. How are you?

Recruit AI

0:09

I'm doing well, thank you. Thanks for your interest in the Ultimate Longevity Center General Manager - Largo, 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?

Dakota Morlan

0:34

No. Not about the interview format.

Recruit AI

0:37

Great, let's get started then. Could you tell us about yourself and what attracted you to this opportunity?

Dakota Morlan

0:46

I believe what attracted me to the opportunity was the mission itself I'm quite familiar with Gary Breca as well as I know it has a fitness background in it. I, myself, am very big into biohacking and longevity things as I do lymphatic drainage movement, I'm currently training for an Ironman, and fitness has always been health has always been a big part of my life. And I saw the role and believed it aligned with my experience as well as my most recent role was an operations and growth manager for a chiropractic clinic that took a very holistic approach to things. So with my experience and also my personal interest, I believe this role just had a deep correlation or deep alignment. With myself, and I believe I could bring a lot to this role and really succeed in this role.

Recruit AI

1:30

Thanks for sharing that. It's great to hear about how your personal interests and professional experience align with the role. Now, can you tell us about a time you influenced someone to make a decision or take action?

Dakota Morlan

1:44

Absolutely. Uh, so I've led a few different sales teams, um, well as just kind of leading an office in a health space. So a lot of times, sales is kind of understanding what their pain points is and how you can best help and then guiding them to the best answer in order to kind of help them. So most recently in the chiropractic health space, a lot of people are skeptical, a, of chiropractors. But then also the way that we did things was the Gonstead method, which was a very different type of chiropractic in comparison, We took X rays, and it's all manual manipulation. A lot of people, when they would originally come to us, would be looking for you know, different devices or machines that would maybe do the actual adjusting just based off of their previous experience. So we had very expensive care plans. That would range anywhere from three grand up to fifteen to twenty thousand dollars. And so me understanding what their concerns were and then being able to guide them and show them how we were the best fit for them. It was kind of on a daily measurement of being able to guide them and show them how we could kind help them and kind of guide them to us being the best fit for them, both long term and short term.

Recruit AI

2:49

That sounds like a valuable experience, especially in understanding customer needs and guiding them effectively. What experience do you have that makes you a strong fit for this position?

Dakota Morlan

3:01

Both in this most recent role I mentioned, um, I led operations and growth so I was in charge of helping us both perfect what we call the mothership, our first location, and then being able to scale to multiple locations Very interesting thing that we did was animal chiropractic. Which is very niche and not very popular. So it was very much learning, adapting, creating SOPs, creating the KPIs, and then figuring out what I needed to do to help us scale our revenue. And then on top of that, in the past, I've led in sales teams across multiple regions and teams and have had success in every sales based role that I've had. So I believe this role itself is a combination of both operations and sales. As it is a newer kind of industry. And so I would need to be able to find the right clients, be able to retain them, show them our value, make them believers in our system. And know how to sell us and be able to show the value to these people so that we could retain these customers. Um, and then as a result, you know, lower our customer acquisition cost, um, keep them around for a longer duration so that we could continue to scale to other locations.

Recruit AI

4:03

Thanks for outlining your relevant experience. It sounds like you've balanced operations and sales effectively, which could be very beneficial for this role. Could you share some strategies you've used to generate referrals or business-to-business partnerships?

Dakota Morlan

4:17

Absolutely. Um, so there's been a few variety of things. Uh, most recently, I led a program to where in the animal side of chiropractic, it's kind of unheard of in our industry, But, uh, we saw it on the human side of things where we would have rep come in, say, from an imaging place or X rays or another local medical office And, you know, they would send out a representative to us and throw us little goodies and stuff like that for referring people over. So we actually, um, came up the idea and applied that same principle. To anybody within the animal space. So that could be groomers, that could be trainers, like boarding schools. And I built and designed a whole entire program around that where we did a referral program where anybody they sent our way they would get a two hundred dollar referral just simply for sending them our way. No cost to them. We show them how we could benefit their clients so they believed in our system. Then anybody they sent, we gave them up same day two hundred dollar payment. And then from there, it was up to mine, my team, to be able to close out the deal itself. If we were not closing the deals, it was not on the referrals. It was on us and something that we needed to correct in the sales process. Um, so that was one kind of local marketing program that we did do. Also, we've done events where we've done different booths. We've done different wellness spaces. We've done, you know, like minded people as well. So, you know, other events where we find people that are in similar spaces to us and see how we could benefit with them. To And we've done, like, different promos. So, hey, if you end up going with them, you know, for example, we had All Human Chiropractors We would give them a discounted, hey. If you get referred over from this person, we'll give you a discounted visit It's kinda like a VIP pass. So another different opt option. Um, we've done farmer's markets. As well as all of us our obvious ad campaigns as well, but just kind of thinking outside the box. And how to hit your local market and finding people who believe in the same things that you do as we are very wellness and holistic health space oriented first.

Recruit AI

6:07

Sounds like you brought some creative strategies to the table for developing referral programs and partnerships. Could you tell me what KPIs you would monitor daily, weekly, and monthly if you were managing a sales team?

Dakota Morlan

6:21

Yeah. Um, so the biggest thing that we would obviously wanna track with me leading a lot of marketing was, a, we wanted to do our customer acquisition cost. I also wanted to track our LTV. Right? Seeing how long we were keeping these people around for the retention sources. Outside of that, um, revenue was obviously a big one. Um, seeing that what we were we could kind of keep and how we could continue to grow. Um, so those are the ones that we were kind of tracking monthly. On top of that, I had sales teams. So we were wanting to see how many people that they were converting with how many people that they were speaking to so that we needed to know if we needed to focus our training on maybe scripting or we needed to have one on one training or objection training. We needed to spend more time on that itself. Um, so those were kind of the ones with the team itself. We would be tracking how many conversations they were having, how many were converting into booked appointments, how many of those were also showing. So show rate was another one that we also tracked, and then we would adjust if needed. So those were weekly as well as monthly metrics that we would do with our sales team itself as we were handling our leads. Then more bigger ones that we would really look over a lot of the times was LTV, our customer acquisition cost, and then well as just what our revenue was, and then when we kinda needed to change our prices outside of kind of your other big ones.

Recruit AI

7:30

Thank you for sharing your approach to KPIs. It seems like you've got a strong grasp on using these metrics to make data-driven decisions. 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?

Dakota Morlan

7:50

No. I appreciate your time and look forward to hopefully hearing from you in the future.

Recruit AI

7:55

Great, thank you for your time. Feel free to reach out if you have any questions later on. Have a wonderful day!

Dakota Morlan

8:02

Thank you. You as well.

Recruit AI

8:04

Take care!