

Interview Transcript

Deborah Heisler | Aug 4, 2026 at 12:39 PM | en-US

Recruit AI

0:00

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

Deborah Heisler

0:06

I'm great. Thank you.

Recruit AI

0:09

Thanks for your interest in the Ultimate Longevity Center General Manager position in Largo, FL. 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 have about the role and company - it should take around 10 minutes. Do you have any questions about the interview format?

Deborah Heisler

0:31

Not right now. Thank you.

Recruit AI

0:33

Great! Let's start. Can you tell us about yourself and what attracted you to this opportunity?

Deborah Heisler

0:40

I've spent the last twenty plus years of my career in the fitness industry and I have worked my way starting as a personal trainer. A group exercise instructor, all the way up to the vice president of operations. For active wellness at my most recent position. And the future of fitness and wellness is the longevity industry, and I'm very into interested in pursuing this as the next step in my career. As I move forward. Most recently, I focused from the fitness side of things on getting into the long piece through brain training and Blaze pod training. And senior fitness training. And the next step would be the longevity center.

Recruit AI

1:29

That's quite an impressive journey through the fitness industry! With your extensive experience, it sounds like you're really passionate about wellness and longevity. Let's move on. Could you tell us about a time you influenced someone to make a decision or take action?

Deborah Heisler

1:44

Sure. I have worked with many different personal trainers and opportunity to drive change in people. And I started as a personal trainer as well. So as a personal trainer and as later on in my career overseeing the personal training department fitness directors, I was able to work directly with clients and implement I saw the problem that we needed to have a better follow-up solution. So the follow-up solution that I implemented was a thirty six sixty, ninety day follow-up. Plan. And as part of that, my trainers all had a business plan that they were able to implement and follow through with. And as part of that business plan, the result was that their percent of sales was increased at least twenty five percent for each trainer. And the influence that they had on their these life changing moments for clients were monumental. And I got to watch some of our trainers move through their careers and change lives And we had one individual who was able to lose over one hundred pounds, and she lost more than twenty five percent body fat. And it was an absolute life changing moment for her. Because she was able to not only gain confidence, but also gain health and stop her blood pressure medicine, her diabetes medication, This was all through our follow-up program and being able to work directly in building rapport with those clients.

Recruit AI

3:23

That's an inspiring story! Implementing a structured follow-up plan and seeing tangible life changes in clients must have been incredibly rewarding. It really showcases your impact in a leadership role. Moving on, what experience do you have that makes you a strong fit for this position?

Deborah Heisler

3:42

I have overseen multisite fitness centers and all over the United States and also in Canada. So I have overseen up to thirteen direct reports and close to in the height of the staffing of my team, almost five hundred indirect reports. I have a lot of experience working directly with people and as a leader. And I also have worked as a general manager Most recently, my general manager experience was in Miami Beach. On South Beach and overseeing a fitness center that was how to population of six thousand members and I was able to grow revenue at that fitness center by uh, the revenue grow grew from twenty five percent, and then the membership grew from eight hundred to almost seventeen hundred members.

Recruit AI

4:45

It sounds like you have significant experience in managing large teams and driving growth. Your leadership skills and ability to boost revenue and membership really stand out. Let's talk about strategies. What strategies have you used to generate referrals or business-to-business partnerships?

Deborah Heisler

5:02

Sure. The business to business side of things is a really strong suit of mine. I love to get involved in local networks. And local wellness. Groups. And I like to get involved with run clubs and any type of opportunity to engage in the community. Which would allow me to build relationships and rapport with the community. And it in turn, you start to build strategy. You start to build relationships with those individuals within the community and find what they do and where their strengths lie. And you start to build those relationships so that you can work together in the community and enhance the community through multiple businesses.

Recruit AI

5:55

Getting involved in local networks and community groups is a great way to build strong business relationships and leverage those connections for mutual benefits. It's clear you value community engagement. So, if you were managing a sales team, what KPIs would you monitor daily, weekly, and monthly?

Deborah Heisler

6:14

Sure. So the daily KPIs are we would wanna know where everybody is at to date with their sales revenue. We wanna know whatever the key metrics are, whether we're driving units or actual dollars. We wanna know what that looks like on a daily basis and give people a goal for that day Every single day, someone should have a goal for what their sales metrics would wanna be that day. From a monthly perspective, very similar, except we're looking at usually about twenty five percent through the month and then fifty percent through the month and seventy five percent through the month. You are looking at what strategies can we put into place that would help us either achieve our goals if we're behind in revenue or if we're ahead in revenue, what can we look at to continue to drive this? What are we doing right this month that is working for us that we can continue to put into place for and structure for the following months. And then from an annual basis, very similar as the from a monthly basis. But as you get through each quarter, you wanna look back and reflect on the quarter and figure out what has worked well for us and what strategies do we need to put into play moving forward. So we're looking at daily sales targets of monthly sales targets and then annual sales targets. And we are looking for the individuals who are driving sales to put these into a business plan. On a daily, weekly, monthly basis so that we are able to track the metrics every single day and we're able to see where we're at. And we're able to do this through a spreadsheet and be able to pull all of these numbers together so that we're tracking on a everyday basis. And then the sales training is another piece of this. It's important that, on a consistent basis that we're doing some sort of sales success training and putting into play the sales leaders and success that we can continue to build these metrics and KPIs.

Recruit AI

8:28

Your approach to tracking KPIs and using them to adjust strategies is very thorough. It's clear you emphasize consistent monitoring and reflection to ensure targets are met and exceeded. 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?

Deborah Heisler

8:50

No questions Thank you.

Recruit AI

8:53

Alright, thank you for your time today. If anything comes up, feel free to reach out. Have a great day!

Deborah Heisler

9:00

Thank you.