

Interview Transcript

Jeremy Farley | Aug 11, 2026 at 2:18 PM | en-US

Recruit AI

0:01

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

Jeremy Farley

0:08

Doing well. How are you? Thanks for asking.

Recruit AI

0:12

I'm good, thank you! Thanks for your interest in the Ultimate Longevity Center General Manager - Maitland, 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?

Jeremy Farley

0:36

No. I'm excited. Let's dive in.

Recruit AI

0:41

Great! Let's get started. Could you tell us about yourself and what attracted you to this opportunity?

Jeremy Farley

0:48

Yeah. Absolutely. So the one thing that really stood out to me about this opportunity is the ability to still stay in the, uh, like, the fitness and and wellness realm. My background has always been very passionate on fitness and health and work with Crunch Fitness for, um, as a PT manager for a long time over the past five plus years. Just transitioned into medical sales, um, this past year too as well. Continue to looking to, you know, grow in that aspect of you know, staying in the realm of wellness and fitness. Now in my career with Crunch, I have the opportunity to really ramp up these locations in different states. So I was I started in Chicago, then to Atlanta, Dallas, and then made my way back home to Orlando. Um, every transition really, um, had the opportunity to help grow each club. To increase their revenue and build a culture of inclusivity and teamwork. To be able to, you know, move the needle forward for our clubs and to really drive revenue and really be able to prioritize our patients and our clients moving forward. So I'm excited to see what this opportunity brings and to really dive back into wellness and fitness as well.

Recruit AI

2:06

Thanks for sharing your background. It sounds like you've had diverse experiences in fitness and medical sales, with a strong emphasis on growth and team building. Let's move on to the next question. Can you tell us about a time you influenced someone to make a decision or take action?

Jeremy Farley

2:22

Yeah. Absolutely. I think I'd do that on an on an everyday basis here with, um, my current role. With Nuvia Dental Implant Center, which is a very, um, consultative role of sales, um, to be able to get to know our patients challenges, their weak points, and really the the emotional aspect of how this treatment can really help them. Every day, I get to be a process or, like, you know, their journey of restorative work. And that has really helped me understand, you know, sales isn't really coming from an aspect of convincing. But almost an aspect of, um, solution based thinking and to really help them, um, navigate towards their pain points and see how we can really provide the best solution.

Recruit AI

3:11

Sounds like you're focused on a consultative approach that's centered around understanding and addressing patient needs. Let's talk about your fit for this role. Given your background, what experiences do you have that make you a strong candidate for the General Manager position?

Jeremy Farley

3:25

Yeah. Absolutely. So the role that really correlates and strongly aligns with this position is my role over with Crunch Fitness as a PT manager. So during that process and during that role as a PT manager, I was know, kind of diversifying my, um, experience, whether it's you know, helping out with membership sales or PT sales. Just being able to build that, you know, client base or membership base as it would be as a general manager here with this organization to really prioritize, you know, members coming in and their member experience. I also have a lot of experience to business to business to be able to build that relationship with other businesses to get, you know, really gym exposure and just, uh, more exposure to the brand, and that's what I can bring to as well to this company. Increasing in membership, uh, revenue as well as brand exposure, and really be now going to, you know, build that relationship with the community to really get the brand out there.

Recruit AI

4:37

Thanks for sharing that. Your experience in growing membership and building community relationships seems valuable for this role. Moving on, what strategies have you used to generate referrals or business-to-business partnerships?

Jeremy Farley

4:50

Yeah. Absolutely. So the experience that I have and ideas that I have was, um, just building connection rather setting up for local events, um, and local, you know, fitness and wellness events to get that brand out there. Or just passing out, um, business cards, um, in in busy traffic. Areas. We're always giving out really just, um, starting, like, I guess, a a guest pass. For members or for people to try out. And also target member who bring in guest too as well to be able to increase membership base, to be able to drive, uh, more membership revenue on a recurring basis month to month.

Recruit AI

5:35

Engaging with local events and using guest passes seem like effective strategies for building partnerships and increasing membership. For the last question, what KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

Jeremy Farley

5:51

Great question. I've managed many sales teams in terms of, you know, PT aspect, Some daily KPIs that I would really manage is just you know, daily effort, um, in terms of of, you know, how much effort they're really putting into on a day to day basis with appointment, you know, you know, setting up appointments, and seeing if those appointments actually show for us to be able to start to have, you know, the traffic to come in here to you know, close on increase in memberships on a month to month basis. On a week to week basis, um, I think a metric that I would really be looking at is just, you know, retention. Uh, retention is a very big thing in in recurring revenue membership base. If we sell a lot of revenues, but we're also bleeding a lot, it doesn't really do us any good. So, um, membership retention is something I'll definitely continue to, um, drive through on a week to week basis, how we can make the membership experience better, how can we continue to, um, get referrals, Because, you know, one membership doesn't mean it ends there. Like, how can we duplicate that process to then have one membership turned into two membership due to referrals? On a month to month basis, obviously, you know, really tracking down on, you know, positive net gross and revenue. On a month to month recurring basis to see that it we're really on track with, uh, you know, the KPIs of of deck expectation that you guys have for membership growth or just the the the wellness office in itself and where's where it can go in the next, you know, q two, q three, and q four moving forward from there too as well.

Recruit AI

7:36

Thanks for outlining your approach to KPIs. It sounds like you have a comprehensive plan for monitoring daily efforts, retention, and overall 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. Do you have any questions at this point?

Jeremy Farley

7:56

No. You for your time.

Recruit AI

8:00

You're welcome! Feel free to reach out if you think of any other questions later. Have a great day!

Jeremy Farley

8:05

Absolutely. You as well. Bye.

Recruit AI

8:08

Bye! Take care.