

# Interview Transcript

Brandon Bikoff | Aug 12, 2026 at 1:29 PM | en-US

**Recruit AI**

0:02

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

**Brandon Bikoff**

0:08

Doing quite well. How about you?

**Recruit AI**

0:11

I'm doing well, thanks for asking. I appreciate your interest in the General Manager position at Ultimate Longevity Center in Winter Park, FL. I'd like to learn more about your background and how this role could fit. It'll take about 10 minutes. Do you have any questions about the interview format?

**Brandon Bikoff**

0:26

No. I think we'll be good to go.

**Recruit AI**

0:30

Great! Let's get started. Tell me about yourself and what attracted you to this opportunity.

**Brandon Bikoff**

0:36

Honestly, I was scrolling on LinkedIn. I'm always looking for growth and career development. My name is Brandon Bykoff. I've been in fitness for quite a long time, but ten years. I ran multiple big box organizations such as Crunch, Youfit when it first started. I was the director of personal training there, GM and Club manager. EOS Fitness, twenty four hour fitness, and did bunch of digital marketing at any time. So I'm a big fitness background. We've heard of, like, relive and revive when I worked with Orangetheory as well. And this is just an opportunity that came across, and, uh, actually, one of the recruiters, Chris, reached out. And things seem to align and it looks like a really awesome company to be part of. I'm open to any questions that you have.

**Recruit AI**

1:20

Thanks for sharing, Brandon. It sounds like you have a wealth of experience in the fitness industry, which should serve you well in this role. Let's dive into some specifics. Can you tell us about a time you influenced someone to make a decision or take action?

**Brandon Bikoff**

1:35

Yeah. I mean, realistically, it just happened not too long ago. We had to influence someone to, you know, talk their job and moving up in the company or staying where they are. Influenced by providing them clear cut expectations setting the expectations, guidelines, and what behaviors would help them get to where they needed to be. And by influencing them, I let them make their own decision, but it helped achieve them with them by making SMART goals and you know, trackable solutions in order to propel them forward and ultimately. That person was promoted to the assistant general manager of the facility, and I couldn't have been more proud He actually grand opened a new location for EOS, which is a proud moment for me.

**Recruit AI**

2:13

Thanks for sharing that. It's great to hear about your impact on developing leadership within your team. Now, what experience do you have that makes you a strong fit for this position?

**Brandon Bikoff**

2:23

Well, uh, about ten years of experience, I grand opened multiple locations for big box such as UFID, EOS, and Crunch as well. I was the head director of personal training at Crunch Fitness Casperberry when they first opened, achieved the highest revenue, um, on first day of grand opening. Multiple locations in UFit, and I've also had multi management experience within Orangetheory. Cultivating people in the fitness industry, developing strong sales practices, and strong analytical approach is much everything that I love to do. I think my strong skill set that makes me adapt able and a good general manager is the fact that I care with my team, I pour into them, and I wanna see growth at all times. Help them get to those next levels. So the fitness experience of having private or boutique studio styles and the big box theory, feel like I had the perfect combination for a winning platform.

**Recruit AI**

3:12

It sounds like you bring both extensive experience and a passion for developing your team, which is important for a role like this. What strategies have you used to generate referrals or business-to-business partnerships?

**Brandon Bikoff**

3:25

Big quick question. Referrals, I think there's nothing bad in the world of word-of-mouth, you know, booking out, giving out free trials, booking up at the point of sale, adding one to two sales as an add on is so important. For instance, miss Jones comes in, I say miss Jones, where's mister Jones? And what about your friend, Sally? And then I give them that referral or that card to bring them back way they're treated like a VIP, and we can get more done on that one point of sale. Business to business, I think that's just like the normal situation where we reach out try to go in, um, to go to Chipotle a lot. Right? We'll drop off carts, swag bags. Know, provide them information and try to develop that relationship with their manager to help them feel like they're part of the team. And incorporating things across platforms, flex deals within our memberships, and creating a platform that is a mutually beneficial relationship. B two b can cultivate a lot of extra business. I find member referrals generates the most. But b to b also cross marketing and providing discounts to their clients depending on what is allowed and what the company states as part of the policy. I think those are all awesome ways to generate those referrals.

**Recruit AI**

4:28

It sounds like you have a variety of effective strategies for building both customer and business relationships. For the final question, what KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

**Brandon Bikoff**

4:42

That's, like, the best question. I think KPIs are, like, everything. And people the most important thing, but numbers don't lie ever. Right? So one thing that's really important for me is reoccurring revenue or the reoccurring membership. Wanna make sure our churn rate and make sure that daily we're taking a look or a snapshot of what's coming in versus what's going out. It's important that we're always building that reoccurring revenue base because that's gonna help the profit of the company. It's gonna affect the EBITDA. Also gonna affect the monthly sales. The more we have reoccurring, the more we have to focus on, you know, getting to where we need to be. I think churn rate and, you know, depending on how the company looks at it, the execution of cancellations or losing the business is very to look at in a daily basis and a weekly basis. Again, if we're not protecting our backdoor, we're having to push more sales upfront. Sales are important, but if we're able to close that backdoor and keep that retention and churn rate low, able to consistently build a platform and business that's gonna be successful. EBITDA is something that on the monthly and quarterly basis that I think is very important too. End of the day, I know that we run a business to be profitable. Right? So when we go through EBITDA, I think it's very important to manage those expense items. The profitability of the club, the budget, the labor ratio as well. I think the other thing is the average price per unit or, you know, what is attached to the membership. How much is each membership that we sell, average out per dollar. That's gonna help us understand our profit and our standpoint. The other thing I think that's really important is just the monthly reoccurring revenue. I wanna go back to that because that's something that I would check on all three of those categories. And the other thing that I really focus on within the KPIs is understanding my retention of my employees. I think it's very important that we keep long lasting employees that wanna be part of this facility, and that ties into what I call our NPS or our net promoter score. I want the feedback from the clients. We're consistently getting good feedback and we're seeing that. We should generate more business, have better time getting referrals, things of that nature. When a business has a NPS score or net promoter score that's, like, lower, I feel like that inhibits the company and doesn't provide as many of those positives. Word-of-mouth benefits that we have. So I would also say NPS is something to check. Daily and weekly.

**Recruit AI**

6:53

Got it, thanks for explaining your approach. It seems like you have a good understanding of crucial metrics to monitor. It was great speaking with you today. We'll be in touch via email regarding the next steps if you're chosen to move forward. Do you have any questions for me?

**Brandon Bikoff**

7:08

Nope. I never got your name, um, so I'd love to know that. I really do appreciate the time and what you do for the company. I think this whole process is very, and innovative and new, and I'm just very excited to move forward and to meet the team.

**Recruit AI**

7:22

I appreciate your enthusiasm, and I'm glad you found the process interesting. I'm here to assist, and I'm looking forward to the possibility of you joining the team. If you have any more questions later on, feel free to reach out. Have a great day!

**Brandon Bikoff**

7:35

You too. Have a great one. Thank you for your time. I really appreciate it.

**Recruit AI**

7:40

You're welcome. Take care and talk soon!

**Brandon Bikoff**

7:44

Bye. Have a great day.

**Recruit AI**

7:46

Bye! Have a great day too.