

Interview Transcript

Yessenia Martinez | Aug 19, 2026 at 1:44 PM | en-US

Recruit AI

0:01

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

Yessenia Martinez

0:07

I'm doing well. How are you?

Recruit AI

0:11

Glad to hear it. Thanks for your interest in the Ultimate Longevity Center General Manager position in Aventura, Florida. 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?

Recruit AI

0:43

Are you still

Yessenia Martinez

0:42

No. I do

Yessenia Martinez

0:45

no. I do not.

Recruit AI

0:49

Tell us about yourself and what attracted you to this opportunity.

Yessenia Martinez

0:54

I currently manage a personal training department in a gym. I also work alongside the front desk, the recovery and the group instruction management leaders, and we support the entire club with making sure that members are having the experience that they have, that they are getting all access to everything that they need to be fully well I've been in the wellness space for a very long time, and I have also been a business owner myself. So I work through all of the business development and organization that is needed, and now I'm looking to move up in that, but also expand my reach and tap into other sides of wellness, like longevity and biohacking. What attracted me to the position was an opportunity to build upon the skills that I have and expand while also stepping in to another layer of the wellness industry.

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1:59

Thank you. Tell us about a time you influenced someone to make a decision or take action.

Yessenia Martinez

2:06

Every day, I have conversations with new members to assess their current health, to look at their lifestyle habits, their body analysis, to discuss what their goals are and orient them on what they need to do in terms of nutrition and fitness to accomplish those goals. And in that conversation, I'm using my knowledge, my expertise, and also my ability to connect with them to build credibility and trust, which automatically influences them. To be willing and open and also excited and eager to make the decision to invest in their health and work with a coach personal trainer and start one of the programs that we developed for them.

Recruit AI

2:50

Could you walk me through one specific conversation where you helped a member decide to invest in a coaching or training program?

Yessenia Martinez

2:58

Yes. So I first always find out about what their lifestyle is like. And then I start to assess where there are some gaps or just they are misguided in what they're doing. And I help them to feel validated, uh, to feel like it's okay that they haven't been doing it right, but now is really the time. And the most important part is when I'm interpreting the results of their analysis. So I explain to members of the importance of building muscle. I give them education on what happens if they don't, what could happen, what the risk factors are. And then in that time, I asked them, you know, how they plan to meet their goals and when they start to tell me that they don't know, then in that opportunity, I present to them how we can solve that problem with them. And then they usually decide that they want to invest in that.

Recruit AI

3:55

Got it, thank you. What experience do you have that makes you a strong fit for this position?

Yessenia Martinez

4:03

I've been a leadership in different capacities, so I've worked in education and after three years in the classroom, I was promoted to be an instructional coach and build teacher capacity and expand the department and support the school, uh, at a bigger, position. And then when I became a personal trainer, I initiated a lot of projects and group training ideas that the management had. So the experience that I have, allows me to connect with other people, to follow processes, or create my own. When I see that there are repeated problems and I want to identify how to prevent them from continuing to happen, And then I've had experience managing at the corporate gym level. And so in this opportunity, I've been able to not just manage my department and my own team of trainers, but I've also been a support to the other departments and the other staff in the other departments in the absence of those managers. So there are four club managers, and we all work together. Although we have our direct department that we are responsible for. There is a lot of crossover in terms of managers being available to all team members for all departments. And I've worked with hundreds of clients in terms of working through their scheduling, their training experience, their memberships. And an added layer of all of this is that I've also worked the sales process through all of these positions. As I've had to either find my own clients expand my client base, or support the organization that I've worked for in building clientele, whether it's individual training, group training. Creating workshops, creating events.

Recruit AI

5:53

Thank you. What strategies have you used to generate referrals or business to business partnerships?

Yessenia Martinez

6:01

For generating referrals, there are always the, uh, strategy of incentivizing the member client that does provide the referral. And also incentivizing the guests that they bring with some type of gift, uh, or or offer special offer. Uh, in addition, creating opportunities for members who refer to win some kind of offer, promotion, or additional service, uh, for that referral. And that could be a raffle or that could be a point system, uh, allowing members to bring a guest, uh, has also worked in order to get referrals. And then supporting that guest in the moment. And then in terms of business to business, working with community businesses to create a VIP card, so that all of our members would receive discounts at their establishment and vice versa. So I've been a part of doing that for the club that I've worked in in downtown.

Recruit AI

7:08

Thank you. What KPIs would you monitor daily, weekly, and monthly if you were managing a sales team?

Yessenia Martinez

7:16

Managing a sales team, uh, which I do when I'm working with my training team that also sells training, is looking at new members and how many of those new members have been booked for a first session or a complimentary session or a trial session. I'm monitoring that daily to make sure that all new members are receiving contact from somebody on-site and are being invited in to try a service. That can then become an upsell, uh, for that client. In addition, looking at, uh, daily sales, weekly sales, and monthly sales to be able to, take note of patterns or see if there are any gaps or any specific team members, uh, that maybe need support. Or looking at any member bases that haven't been contacted or need to be reinvited or reengaged.

Recruit AI

8:16

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 about the role or interview process?

Yessenia Martinez

8:33

No. I don't. Thank you so much.

Recruit AI

8:38

Thank you for your time today. You can end the call by pressing the end call button.