

ABIEZER "ABE" REYES

SALES PROFESSIONAL

Orlando, FL • abe.raise@gmail.com • 407-873-6713 • linkedin.com/in/weneedthisdone

20+ years in customer-facing sales roles, including B2B, financial services, and relationship-based selling. Seven years at Toyota advancing to Finance Manager proved I hit targets consistently. I build pipelines, earn trust quickly, and explain complex products so customers say yes with confidence.

What sets me apart: I translate technical details into clear benefits. Whether selling protection products, educational programs, or business solutions, I focus on understanding what the customer actually needs and showing them exactly how we solve it.

CORE COMPETENCIES

Sales Execution	Prospecting	Customer Acquisition
Pipeline Building, Target Achievement, Consultative Selling, Objection Handling, Closing	Outbound Campaigns, Phone/Email/Social Outreach, Lead Qualification, Account Targeting	Needs Assessment, Solution Presentation, Relationship Building, Trust Development
Product Knowledge	Tools & Process	Communication
Complex Product Sales, Technical Translation, Explaining Benefits, Competitive Positioning	CRM Systems, Sales Intelligence Tools, Pipeline Management, Activity Tracking	Elevator Pitch Refinement, Executive Presence, Active Listening, Clear Explanation

PROFESSIONAL EXPERIENCE

Finance and Insurance Manager

2017 - 2023 (7 years)

Toyota of Orlando | Salesperson → Sales Manager → F&I Manager

- Seven years at a high-volume dealership (300-600+ units monthly), advancing from sales floor to Finance Manager by consistently exceeding targets
- Closed 3-7 deals daily, presenting extended warranties, gap insurance, maintenance plans, and add-on products while maintaining high customer satisfaction
- Structured financing across multiple lenders, matching customer needs with the right solutions while ensuring compliance
- Became the go-to person when teammates had complicated deals because I could find creative solutions that worked for everyone
- Built trust by explaining options clearly instead of pushing products. Customers left my office confident in their decisions
- Trained and mentored new sales staff on product presentation and objection handling techniques

Admissions Representative & Military Student Liaison

2012 - 2017 (5 years)

Full Sail University | International Admissions → Military Student Services

- Consistently met enrollment targets by guiding prospective students through the decision-making process with honest, relationship-based selling
- Moved to Military department where my Army background gave me instant credibility with veterans navigating their transition
- Translated complex GI Bill benefits, program costs, and financing options so families could make confident enrollment decisions
- No high-pressure tactics. Built pipeline through genuine support and follow-up, converting leads to enrolled students

B2B Sales Representative

2009 - 2011

Quill.com (Staples) | Office Products B2B Sales

- Prospected and acquired business accounts through outbound phone campaigns and relationship building
- Managed sales pipeline, tracked activity metrics, and hit weekly/monthly targets in a fast-paced sales environment

Licensed Mortgage Broker

2007 - 2008

Florida Home Equity | Orlando, FL

- Evaluated homeowners' financial situations and structured refinancing solutions including debt consolidation and cash-out options
- Walked customers through loan terms, monthly payment impacts, and long-term cost implications so they could make confident decisions

Combat Medic, Corporal (E-4)

1996 - 2001

U.S. Army | Fort Hood, TX & Fort Bragg, NC

- Led a team of 3 medics and 2 combat lifesavers. Delivered emergency care where mistakes cost lives and hesitation wasn't an option
- Foundation for everything since: staying calm under pressure, following through on commitments, earning trust through action

Technology Consultant / Developer

2023 - Present

Freelance & Acadio (EdTech Startup) | Orlando, FL

- Transitioned into technology consulting, building web applications and automation systems for clients
- At Acadio: Became the CEO's go-to person for technical questions because I could explain complex concepts in terms that made sense to him
- This technical background allows me to speak credibly with technical buyers and translate product features into business value

TECHNICAL BACKGROUND

Hands-on experience with web development, APIs, databases, and automation tools. Comfortable learning new platforms quickly and speaking credibly about technical products with both technical and non-technical audiences.

EDUCATION

Full Sail University (2016 - 2017): Web Design & Development coursework. Straight A's while working full-time.

U.S. Army Medical Department Center & School (1996 - 2001): Combat Medic certification. Graduated top 10% of class.