

ABIEZER "ABE" REYES

CUSTOMER-FACING SALES PROFESSIONAL

Orlando, FL • (407) 873-6713 • abe.raise@gmail.com • [LinkedIn](#) • English (Fluent) • Spanish (Conversational)

Thirteen years of face-to-face sales experience helping customers make confident buying decisions. I greet people warmly, learn what they actually need, and walk them through their options until they find the right fit. At Toyota, I demonstrated products daily and consistently hit sales goals through genuine connection, not pressure.

Born and raised in New York City, I'm comfortable talking to anyone. Whether explaining wireless plans or walking through vehicle features, I break down complex information so customers actually understand what they're getting. My teammates bring me their toughest deals because I find solutions and close them.

CORE COMPETENCIES

Customer Engagement

Warm Greetings, Rapport Building, Needs Assessment, Product Demonstrations, Promotion Explanation, Objection Handling

Sales Performance

Consultative Selling, Closing Techniques, Upselling, Goal Achievement, Commission-Driven Results, Pipeline Management

Team Collaboration

Sales Floor Teamwork, Peer Mentoring, Shared Goals, Cross-Training, Positive Environment, Knowledge Sharing

Communication

English (Fluent), Spanish (Conversational), Active Listening, Clear Explanations, Conflict Resolution, Customer Advocacy

Technical Skills

CRM Systems, Point of Sale, Microsoft Office, Data Entry, Documentation, Basic Troubleshooting

Work Ethic

Reliability, Punctuality, Adaptability, Pressure Performance, Goal-Oriented, Continuous Learning

PROFESSIONAL EXPERIENCE

Finance & Insurance Manager

2017 - 2023

Toyota of Orlando | Salesperson → Sales Manager → F&I Manager (3 promotions)

- Delivered face-to-face product demonstrations daily, explaining features and benefits to help customers choose the right protection packages and add-ons
- Earned three promotions by consistently exceeding sales goals in a commission-driven, high-volume environment processing 10-30 customers daily
- Greeted every customer warmly and built rapport quickly, turning first-time buyers into repeat customers who asked for me by name
- Collaborated with sales team to achieve monthly targets, sharing product knowledge and helping teammates close difficult deals
- Explained promotions, financing options, and product features in plain language so customers felt confident in their decisions

Admissions Representative & Military Liaison

2012 - 2017

Full Sail University | International Admissions → Military Student Services

- Conducted face-to-face and phone consultations with prospective students, demonstrating program features and explaining enrollment options
- Consistently met enrollment goals through honest guidance and relationship building, not high-pressure tactics
- Worked with diverse populations including international students and military families, adapting communication style to each audience

B2B Sales Representative

2009 - 2011

Quill.com (Staples subsidiary) | Office Supplies

- Built relationships with business owners in a high-volume, commission-driven sales environment
- Explained promotions and product offerings to open new business accounts

Combat Medic, Corporal (E-4)

1996 - 2001

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

- Led a team of 5 in high-pressure environments, developing the calm demeanor and clear communication I bring to every customer interaction
- Honorable discharge with foundation of discipline, reliability, and accountability

EDUCATION

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

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