

ABIEZER "ABE" REYES

AUTOMOTIVE SALES & FINANCE PROFESSIONAL

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Seven years at Toyota of Orlando, earning three promotions from Salesperson to Sales Manager to Finance and Insurance Manager. Processed 3-7 F&I deals daily at a high-volume dealership moving 300-600 units per month. Built trust with customers by explaining options clearly instead of pushing products. Became the go-to person when teammates had complicated deals.

Before Toyota, spent five years helping service members and their families navigate educational decisions at Full Sail University. Started as an Army combat medic leading a team under pressure. Tech-savvy: comfortable learning new DMS systems, CRM tools, and digital platforms quickly.

CORE COMPETENCIES

Sales & Customer Service Consultative selling, relationship building, needs assessment, follow-up, customer retention	Finance & Compliance F&I product presentation, deal structuring, lender relationships, compliance protocols	Technology & Tools DMS systems, CRM platforms, quick technology adoption, digital tools, process automation
Communication Translating complex information, building rapport, active listening, clear explanations	Leadership Team mentoring, problem-solving under pressure, goal achievement, deal troubleshooting	Operations High-volume environments, multi-tasking, process improvement, deadline management

PROFESSIONAL EXPERIENCE

Salesperson → Sales Manager → Finance and Insurance Manager	March 2017 - December 2023
Toyota of Orlando High-Volume Dealership (300-600+ units/month)	
<ul style="list-style-type: none">Earned three promotions over seven years by consistently delivering results and earning trust from leadership and teammatesStructured and closed 3-7 F&I deals per day, presenting VSC, GAP, and ancillary products while ensuring compliance with lending regulationsManaged lender relationships, deal funding, and DMV paperwork (plates, registrations, titles) with accuracy while keeping customers satisfied through the processBuilt trust with customers by explaining options clearly. Teammates brought me their difficult deals because I could find solutionsWorked in a no-pressure environment focused on customer satisfaction and long-term relationships	

Admissions Representative & Military Student Liaison

2012 - 2017

Full Sail University | Winter Park, FL

- Started in International Admissions, then moved to Military Student Services where my Army background gave me credibility with veterans navigating civilian life
- Guided service members and families through GI Bill benefits, program costs, and fitting education around military schedules
- Consistently met enrollment goals while maintaining integrity. Honest guidance and genuine support, not high-pressure tactics

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
- Learned to stay calm under pressure, follow protocols precisely, and take responsibility for my team's performance

Technical Projects & Business Development

2023 - Present

Self-Employed | Orlando, FL

- Built and launched a business platform (needthisdone.com) handling product management, payment processing, and customer service
- Comfortable learning new software systems quickly. Same curiosity and self-direction I'd bring to mastering dealership tools and processes

EDUCATION & TRAINING

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

Full Sail University (2016 - 2017): Web Design & Development coursework, 4.0 GPA.

Continuous Professional Development: Self-directed learner who stays current with technology and industry best practices.