

ABIEZER "ABE" REYES

SALES PROFESSIONAL

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PROFESSIONAL SUMMARY

Proven Sales Professional with 6+ years of experience building customer relationships, driving revenue growth, and exceeding sales goals. Skilled in consultative selling, needs assessment, and presenting solutions that meet customer needs. Strong track record in customer retention, cross-selling complementary products, and managing complex sales cycles. Experience with CRM systems (Salesforce), payment processing, and working with diverse customer demographics. Known for ethical sales practices and consistently ranking among top performers.

PROFESSIONAL EXPERIENCE

Sales Manager / Finance Specialist

Toyota of Orlando | Orlando, FL

Spring 2017 - Winter 2023

- Progressed through three sales roles (Sales Associate → Sales Manager → Finance Specialist) based on consistent performance and customer service excellence
- Consulted with customers to understand needs, present solutions, and close sales in competitive market
- Built long-term customer relationships resulting in repeat business and referral generation
- Cross-sold complementary products and services, increasing average transaction value
- Managed payment options and financing solutions for customers with diverse credit backgrounds
- Consistently ranked in top third among sales team for performance and customer satisfaction

Enrollment Counselor

Full Sail University | Winter Park, FL

2012 - 2017

- Used Salesforce CRM daily to manage sales pipeline and track customer interactions
- Guided prospective students through enrollment process, addressing concerns and presenting benefits
- Built trust-based relationships with customers making significant financial decisions
- Met enrollment targets while maintaining high customer satisfaction

Team Leader

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

1996 - 2001

- Led team of 5 personnel, demonstrating leadership and accountability under pressure
- Developed strong work ethic, attention to detail, and ability to remain calm in challenging environments
- Promoted to Corporal (E-4) based on leadership and performance

CORE COMPETENCIES

Sales Skills:

Consultative selling, needs assessment, solution presentation, closing techniques, objection handling, relationship building, customer retention, referral generation

Customer Service:

Active listening, problem resolution, conflict management, customer satisfaction, follow-up and relationship maintenance, building trust

Business Acumen:

Revenue generation, sales goal achievement, cross-selling and upselling, payment processing, financing options, CRM systems (Salesforce)

Professional Attributes:

Ethical sales practices, team collaboration, self-motivation, adaptability, strong work ethic, reliable, punctual

EDUCATION

Full Sail University | Winter Park, FL

Coursework in Business and Technology | 2016-2017 | Straight A's while working full-time

U.S. Army Leadership Training

Advanced to Corporal (E-4) | Graduated Top 10% of Class