

ABIEZER "ABE" REYES

AUTOMOTIVE SALES SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven Automotive Sales Specialist with 6+ years of experience at Toyota of Orlando, progressing through Sales, Sales Management, and Finance & Insurance roles. Proven track record in customer service, ethical selling techniques, and building long-term customer relationships. Experienced in sales process execution, product knowledge across new and used vehicles, and aftermarket products including warranties, GAP insurance, and maintenance plans. Skilled at setting and achieving sales goals while maintaining high customer satisfaction.

PROFESSIONAL EXPERIENCE

Finance and Insurance Manager

Toyota of Orlando | Orlando, FL

Spring 2017 - Winter 2023

- Advanced through three positions (Salesperson → Sales Manager → F&I Manager) based on strong customer service and sales performance
- Sold aftermarket products including extended warranties, GAP insurance, window tinting, and maintenance plans while maintaining ethical selling standards
- Worked with both prime and subprime lending, understanding diverse customer financing needs and credit situations
- Built strong customer relationships resulting in repeat business and referrals
- Consistently ranked in top third among sales team peers for performance
- Maintained comprehensive product knowledge across Toyota's new and used vehicle inventory

Military Enrollment Counselor

Full Sail University | Winter Park, FL

2012 - 2017

- Used Salesforce CRM daily to track prospective students, manage enrollment pipeline, and coordinate with departments
- Guided military service members and families through GI Bill benefits and enrollment processes
- Built trust-based relationships with customers making significant financial decisions

Combat Medic, Corporal (E-4)

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

1996 - 2001

- Led team of 3 medics and 2 combat lifesavers, demonstrating leadership under pressure
- Developed strong work ethic, attention to detail, and ability to remain calm in high-stress environments

KEY SKILLS

Sales & Customer Service:

Automotive sales, customer relationship building, ethical selling techniques, needs assessment, closing techniques, customer satisfaction

Product Knowledge:

New and used vehicles, financing options (prime and subprime), extended warranties, GAP insurance, maintenance plans, aftermarket products

Process & Performance:

Sales process adherence, sales goal achievement, CRM systems (Salesforce), dealership operations, cross-departmental collaboration

Professional Attributes:

Clean driving record, valid Florida driver's license, strong work ethic, reliable, punctual

EDUCATION

Full Sail University | Winter Park, FL

Web Design & Development Coursework | 2016-2017 | Straight A's while working full-time

U.S. Army Medical Department Center & School

Combat Medic Certification | Graduated Top 10% of Class