

ABIEZER "ABE" REYES

SALES & CUSTOMER SUCCESS PROFESSIONAL

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Thirteen years helping people make decisions they feel good about. Seven years at Toyota, three promotions, and thousands of customers who left knowing exactly what they were getting. Five years guiding veterans and international students through one of the biggest choices of their lives.

Before that, I was an Army medic. Leading a team in high-stakes situations taught me to stay calm, listen carefully, and communicate so people actually understand.

I connect with people quickly, explain things in plain language, and do what I say I'm going to do. That's what I've built my career on.

TECHNICAL SKILLS

Sales & Revenue

Consultative Selling, Needs Assessment, Objection Handling, Closing Techniques, Pipeline Management, CRM Systems, Upselling & Cross-selling

Customer Success

Account Management, Relationship Building, Problem Resolution, Client Retention, Onboarding, Escalation Management, Customer Advocacy

Communication

Complex Concept Translation, Active Listening, Written Communication, Presentation Skills, Conflict Resolution, Cross-functional Collaboration

Technical Proficiency

CRM Platforms, Microsoft Office Suite, Remote Support Tools, Data Entry & Management, Basic Troubleshooting, Documentation

Finance & Compliance

F&I Product Knowledge, Lending Guidelines, Regulatory Compliance, Deal Structuring, Contract Processing

Leadership

Team Mentoring, Process Improvement, Training Development, Performance Under Pressure, Decision Making

PROFESSIONAL EXPERIENCE

Finance & Insurance Manager

Spring 2017 - Winter 2023

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

- Earned three promotions over seven years at a high-volume dealership processing 10-30 deals daily
- Managed 3-7 customer transactions daily, presenting protection products and structuring financing across multiple lenders
- Built trust by explaining options clearly instead of pushing products. Customers left confident in their decisions
- Became the go-to person for complicated deals. Teammates brought me their toughest customers because I found solutions
- Maintained compliance with lending regulations while keeping transactions moving smoothly

Admissions Representative & Military Liaison

2012 - 2017

Full Sail University | International Admissions → Military Student Services

- Guided service members and families through GI Bill benefits, program costs, and fitting education around military schedules
- Consistently met enrollment goals through honest guidance rather than high-pressure tactics

B2B Sales Representative

2009 - 2011

Quill.com | Office Supplies (Staples subsidiary)

- Outbound sales in a high-volume call center, contacting buyers to open Quill.com business accounts
- Built relationships with business owners and office managers to establish ongoing purchasing accounts

Technical Operations Specialist

April 2025 - December 2025

Acadio | Educational Platform (Client-Facing Operations)

- Became the bridge between technical teams and non-technical stakeholders
- Built reputation as the person who could explain technical concepts so they made sense the first time

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 in high-pressure environments
- Built foundation of discipline and accountability that shows up in everything since

EDUCATION

Full Sail University (2016 - 2017): Web Design & Development. 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.

BOOKS THAT SHAPED HOW I WORK

Never Split the Difference by Chris Voss — Tactical empathy: genuinely understanding the other person's perspective.

The Seven Principles for Making Marriage Work by John Gottman — Relationships are built on understanding, not winning arguments.