

ABIEZER "ABE" REYES

Sales Professional

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PROFESSIONAL SUMMARY

Sales professional with 20+ years of continuous experience across automotive, B2B, financial services, higher education, and business development. Six-year progression at a high-volume Toyota dealership (10-30 vehicles daily), advancing from floor sales to Financial Services Specialist. Currently running my own consultancy, building a client base through direct outreach, networking, and closing. Known for same-day closing, consultative selling, and building lasting customer relationships that drive referrals and repeat business.

PROFESSIONAL EXPERIENCE

Founder & Business Developer

2023 - Present

needthisdone.com, Orlando, FL

Self-employed business owner acquiring clients through direct prospecting, networking, and relationship building. Conduct needs assessments, present customized solutions, and close consultative sales. 100% commission-based revenue model with no marketing budget or outside funding.

- Built and maintained a paying client base entirely through outbound prospecting and referrals
- Conducted discovery calls and needs assessments to match services to client pain points
- Managed full sales cycle: prospecting, qualifying, presenting, negotiating, and closing
- Maintained financial stability through consistent client acquisition and service delivery
- Landed 8-month engagement with EdTech company (Acadio) through relationship-based selling

Product Sales / Sales Specialist / Financial Services Specialist

2017 - 2023

Toyota of Orlando, Orlando, FL

Six-year progression through three roles at a high-volume dealership. Started on the sales floor consulting customers on vehicle options, advanced to handling complex customer interactions, then promoted to Financial Services where I served as the final customer touchpoint before delivery.

PRODUCT SALES (2017-2020)

25-30 vehicles monthly | Peak: 35 units | Top 25% performer

- Specialized in same-day closing: moved customers from greeting to signed deal in a single visit
- Maintained consistent performance across all market conditions and customer backgrounds
- Earned repeat and referral business through transparent, no-pressure approach

SALES SPECIALIST (2020-2021)

Up to 25 vehicles monthly | CSI goals consistently met

- Handled complex customer interactions and diverse customer situations
- Go-to person for difficult deals involving unusual credit or trade situations

FINANCIAL SERVICES SPECIALIST (2021-2023)

80-100 transactions monthly | Top two performer most weeks

- Processed 3-5 transactions daily (7-8 at peak), managing legal and financial paperwork
- Specialized in customer recovery: turned negative experiences into positive reviews
- Bonus structure tied to customer satisfaction (CSI/Google reviews)

International Admissions Rep / Military Student Liaison

2012 - 2017

Full Sail University, Winter Park, FL

Five years of consultative enrollment sales. Helped prospective students and families navigate program options, costs, and financial aid. Leveraged Army background in Military department to build trust with veterans making major financial decisions.

- Used Salesforce CRM daily to manage pipeline and track prospect interactions
- Consistently met enrollment targets while maintaining integrity-based approach
- Guided service members and families through GI Bill benefits and enrollment options
- Built trust across language and cultural barriers with international prospects

B2B Sales Representative

2010 - 2011

Quill.com (Staples), Orlando, FL

Outbound B2B sales in a high-volume call center. Contacted business owners and office managers to open purchasing accounts and build ongoing relationships.

Earlier Sales Roles

2002 - 2009

- Mortgage Broker** | Florida Home Equity (2008-2009)
- Inbound Sales Rep** | Adelphia Communications (2006-2007)
- Outbound Sales Rep** | DialAmerica Marketing (2003-2005)
- Vacation Package Sales** | Marriott Vacation Club (2002)

Combat Medic, Corporal (E-4)

1996 - 2001

U.S. Army, Fort Hood, TX / Fort Bragg, NC

Led team of 3 medics and 2 combat lifesavers. Delivered emergency medical care in high-pressure conditions. Graduated top 10% of class at Army Medical Department Center & School.

CORE COMPETENCIES

Sales & Closing

Same-day closing, Consultative selling, Objection handling, Deal negotiation, High-volume sales

Business Development

Prospecting, Client acquisition, Needs assessment, Full sales cycle management, Referral generation

Customer Relationships

Trust building, Active listening, Customer recovery, Complex financial explanations, Cross-cultural communication

Tools & Systems

Salesforce CRM, DMS/F&I systems, Pipeline management, Google Workspace

EDUCATION

Web Design & Development Coursework

Full Sail University, 2016-2017 | Completed while maintaining full-time sales position

Combat Medic Certification

U.S. Army Medical Department Center & School, 1996 | Graduated top 10% of class