

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

Communication

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

Finance & Compliance

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

Customer Success

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

Technical Proficiency

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

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

- Started in International Admissions helping prospective students from around the world navigate enrollment
- Moved to Military Student Services where my Army background gave me credibility with veterans
- 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
- Handled client onboarding, transforming messy data into usable formats faster than previous processes
- Built reputation as the person who could explain technical concepts so they made sense the first time
- Designed workflows that eliminated manual processes and improved team efficiency

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
- Delivered emergency care where staying calm and communicating clearly were critical
- Learned to follow protocols precisely while adapting to changing situations
- Built foundation of discipline and accountability that shows up in everything since

EDUCATION

Full Sail University (2016 - 2017): Web Design & Development coursework. Earned A's in every class while working full-time, demonstrating the same work ethic I bring to every role.

U.S. Army Medical Department Center & School (1996 - 2001): Combat Medic certification. Graduated top 10% of class. Training emphasized decision-making under pressure and clear communication.

BOOKS THAT SHAPED HOW I WORK

How to Win Friends and Influence People by Dale Carnegie — The foundation of how I approach every customer interaction. Understanding people's needs before offering solutions isn't just good practice, it's respect.

Never Split the Difference by Chris Voss — Changed how I handle objections and difficult conversations. Tactical empathy isn't manipulation. It's genuinely trying to understand the other person's perspective.