

# **Richard Sakanashi**

**President at Sakanashi and Associates Inc.**

Port Perry, ON, CA

Experienced Sales Professional and Business  
Advisor

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## **Biography**

Business Consulting and Training

9 Years with Sakanashi and Associates

6+ Years with Toronto Business Development Centre

Sales and marketing experience

12 Years with the General Electric Company

5 Years with Itochu Specialty Chemicals

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Chemicals, Training and Development, Non-Profit/Charitable

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## **Areas of Expertise**

Selling Skills, Starting A Business, Business Planning

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## **Sample Talks**

**People buy from people they like... all things being equal**

This talk share experiences about making things equal in a competitive market place.

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## **Education**

**Ryerson University**

Geodetic Sciences

**University of Waterloo**

General Science

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## **Accomplishments**

## **YMCA Celebrated Volunteer**

He has the right kind of experience — three decades of sales and marketing and, since 2003, his own consulting company. Nominator Padmini Saravanabavan calls him “the backbone” of the program, and praises the care he takes with each participant. Says Richard, “I’m so impressed with the perseverance and courage of the participants. If there’s anyone I can help or support, I am happy to do it.”

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## **Testimonials**

### **Carla Kendall**

I am pleased to support Mr. Sakanashi who has served the YMCA of Greater Toronto, as both a professional Sales Trainer and a guest Business Plan Panelist.

His in-depth product knowledge, practical application, and intelligent insight into the "Sales Process," have contributed to increased revenue and ultimately profitable businesses for participants.

Richard possesses a serenity, dedication and openness of character, and he is able to effectively work with diverse groups to achieve highly successful and measurable outcomes.

He plans, prepares, is customer driven, a good listener, uses customized approaches, and focuses on building relationships.

Mr. Sakanashi will be an asset to any organization that engages his services.

### **Jenifer Forrest**

Richard Sakanashi was instrumental throughout the start-up phase of the business and continues to advise on matters of daily operations, marketing, and sales strategies.

He is not afraid to ask the tough questions. This has helped us tackle the issues we were fearful of dealing with and has built trust in our relationship.

It is significant to be able to call someone when you are faced with a difficult decision that could have long-term consequences for your business. Knowing that Richard is capable of sorting through the confusion and offering new perspectives on the problem provides us peace of mind. The long-term nature of his involvement with our company is refreshing in a business environment that is characterized by rapid change.

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