



Tetsuro Yamamoto

Associate

Tetsuro Yamamoto brings more than 35 years of enterprise B2B sales leadership experience, with deep expertise serving customers in the manufacturing sector across Japanese and global business environments.

Throughout his career, Tetsuro has been guided by a single conviction: that the true role of sales is to connect strategy, technology, and human understanding into measurable business outcomes. He believes that effective sales motions are grounded in creating value through mutual understanding.

As an Associate with ValueSelling Associates, Tetsuro helps organizations clarify measurable business value, elevate executive-level dialogue, build a shared language across sales, technical, and leadership teams, and design repeatable opportunity strategies.

He is especially passionate about helping organizations move beyond silos to create collaborative, value-driven cultures, and is driven to develop the next generation of sales professionals who lead with customer success at the center of everything they do.

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