

Increase Your Sales Team's Revenues By 25% or More!

Why Attend?

You can waste hundreds of thousands of dollars using the common remedy for improving an underperforming sales team or you can save yourself years of frustration, increase your sales, and make a lot more money faster using the proven solution presented in this session. The typical remedy is to replace sales reps and, if that does not work, replace the sales manager, who then replaces more reps. Throwing bodies at the problem is rarely effective because the system in which the sales force works is usually broken. Fix the system and most of the sales reps in your team will increase their sales dramatically, while your hiring, training, and ramping-up cost will drop significantly. A strategic sales plan developed and deployed properly will optimize your sales system and increase revenues by 25% or more over the next 12 to 24 months.

"A clear and direct methodology our membership can use to compete and win in the global market."
Allision Grealis, Division Manager
Precision Metal-Forming Association

"A well-structured, clear, concise, and skilled presentation on building a solid sales program."
Paul Raybin, Former CEO
BPS Reprographic Services

What Will You Learn?

- How to use the Success Principle to revolutionize the way you go to market.
- The key ratio you need to improve by 5% to increase sales by 25%.
- The 5 required components of a great sales plan.
- The 6 criteria needed to establish your company's optimal sales structure.
- 5 innovative ideas to create and optimize your sales process and generate accurate forecasts.
- 15 great ways to hire, motivate, and develop a sales team that will reliably meet and exceed goals.

Who Should Attend?

Owners, CEOs, Presidents, and COOs of business-to-business companies who want a proven methodology for increasing sales performance and revenues by 25% or more.

Speaker Bio



Sales and Marketing Expert
Michael Cannon

Michael Cannon is an internationally renowned sales and marketing effectiveness expert, dynamic speaker, and best-selling author, most recently coauthoring with Jay Conrad Levinson (*Guerrilla Marketing*), et al., *Marketing Strategies That Really Work! Promote Your Way to Millions*. An expert in enabling B2B companies to increase competitive differentiation, win rates, and market share, Michael has assisted hundreds of companies, such as Agilent Technologies and Oracle, to increase revenues up to 1,300%! He has over 20 years of sales and marketing, management, and founder's experience in the enterprise software, telecommunications, wireless, training, and professional services industries and has held positions ranging from Account Executive to VP of Sales to CEO.

Michael is Founder of the Silver Bullet Group and creator of the hugely successful Silver Bullet Sales Messaging® System, a proven, proprietary methodology for dramatically improving the quality of B2B messaging. He has addressed numerous audiences around the world, including *Entrepreneur Magazine Sales and Marketing Radio Show*, the American Marketing Association, the Silicon Valley Product Management Association, the San Jose Silicon Valley Chamber of Commerce, Vistage International, and many more.