



Sales and Marketing Expert  
**Michael Cannon**

### **Michael Cannon's Speaker Profile**

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 working with B2B companies to increase revenue, profits, and marketshare, Michael has assisted hundreds of companies, as big as AT&T and as small as a one-person startup, 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.

## **Speech Topics**

### **The Best Way to Increase Your Revenues and Marketshare**

Companies waste billions of dollars annually confusing sales messaging with other messaging types such as company messaging, brand messaging, and product messaging. If your company does not differentiate sales messaging from these other messaging types, it's very likely that you are literally wasting millions of dollars in higher sales and marketing costs, lost revenue and missed targets every year. Sales messaging is designed to provide persuasive answers to each of your buyer's primary buying questions, for each of the products and services you offer and delivers these messages at the appropriate point in the product life cycle and sales cycle. Learn how you can use great sales messaging as a tool to improve your messaging quality and dramatically improve the effectiveness of all your sales and marketing activities.

*"Michael is a high-energy speaker and a crowd-pleaser. The topic is of great value to those working with outbound messaging."*  
Greg Cohen, Director, Silicon Valley Product Management Association

### **Increase Your Sales Team's Performance by 25% or More!**

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 properly developed and deployed will optimize your sales system and increase your revenues by 25% or more over the next 12 to 24 months.

*"What Michael did for us was extraordinary. He helped us grow sales over 1,300% in 12 months."*  
David James Clarke IV, Co-Founder, Logilient Learning Systems, Inc.

### **Chief Rainmaker to Chief Executive Officer: Build Your High-Performing Sales Team**

Save yourself years of angst, increase your sales, and make a lot more money faster. The transition from Chief Rainmaker to Chief Executive Officer is an arduous, often perilous, rite of passage. While it may seem counterintuitive that the company's best salesperson might be struggling to build a successful sales organization, it's true more often than not. Without understanding the reasons for this seeming conundrum and what to do about it, many owners waste tens to hundreds of thousands of dollars on failed attempts. Break the frustrating cycle of "hire, fire, and repeat." Attend this session.

*"Great speaker! Totally validated the owner's struggle and provided a practical 'how to' roadmap."*  
Paul Witkay, CEO, Alliance of CEOs

### **The 5 Keys to a Successful Investor-Centric Presentation**

What is the real goal of an investor presentation? What is the primary question that investors want answered? Knowing the answers to these questions and how to develop a presentation that speaks to these points in a compelling and persuasive way can get you funded faster and at a higher valuation. Stop wasting time and meetings pitching with a weak message.

*"Impressive! It was well worth the time and money."*  
Ty Shipman, CIO/CTO, Co-Founder, Kagi

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