

FOR IMMEDIATE RELEASE

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**MICHAEL CANNON PRESENTS HIS POPULAR WORKSHOP, "SALES MESSAGING:
THE BEST WAY TO INCREASE YOUR REVENUE AND MARKETSHARE!"**

WALNUT CREEK, CA – September 28, 2007 – Silver Bullet Group CEO Michael Cannon, an internationally acclaimed sales and marketing consultant, will conduct his signature workshop, "Sales Messaging: The Best Way to Increase Your Revenue and Marketshare!" on Saturday, October 27, from 8:30 AM to 12 noon at the Hilton Santa Clara. His workshop, part of the Silicon Valley Product Management Association's Workshop Series, will explore the key elements of how companies can increase their marketshare, revenue, and profits by 15% or more by using sales messaging as a tool to improve their overall messaging. Michael will discuss concrete, easily actionable steps that marketing staffs can take to evaluate and improve their existing messaging, maximize their effectiveness and help the sales team win more business.

"Companies and their marketing teams that implement poor messaging lose millions of dollars in revenue, accrue higher sales and marketing costs, and miss out on targets and bonuses," says Michael Cannon.

In Cannon's hands-on workshop, attendees will learn exactly what sales messaging is and how it differs from other types of messaging, why implementing great sales messaging is often the best way to increase revenues, how to identify the buyer types and buyer roles a company needs to target to succeed, what key buyer questions to answer, and how to develop and deploy more effective messaging using a proven methodology.

Cannon's Silver Bullet Sales Messaging System helps B2B, hardware, software and service companies increase revenue beyond their expectations. "Great sales messaging increased our win rate by 30% and reduced the time we spend supporting the field by around 50% for the product family I support," says Nigel Mott, Product Sales Manager at Agilent Technologies, Inc.

This workshop is a "must attend" for CEOs, presidents, COOs, VPs of Marketing, VPs of Sales, product managers, and marketing managers — anyone interested in learning how to generate more revenue with less time, money and effort. For event details and to register, go to: www.svpma.org/workshops.htm.

Members of the media interested in talking with Mr. Cannon at this event or in scheduling an interview to discuss his remarks, please contact Teri Yazdi at the phone number or e-mail address listed above.

About Michael Cannon and the Silver Bullet Group

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 marketshare, revenues, and profits, Michael has assisted hundreds of companies, as big as AT&T and as small as a one-person start-up, to increase revenues up to 1,300%! He has addressed numerous audiences around the world, including *Entrepreneur Magazine Sales and Marketing Radio Show*, the American Marketing Association, Vistage International, and many more. He is the founder of the Silver Bullet Group, the global leader in sales messaging solutions. To learn more about Michael and the Silver Bullet Group, visit www.silverbulletgroup.com or call 925-930-9436.

About the Silicon Valley Product Management Association (SVPMA)

The SVPMA was founded to address the needs of product managers, product marketing managers and other professionals working in the product management field. The goal of the SVPMA Workshop Series is to provide its members with hands-on, interactive product management training delivered by leading consulting and professional services companies, lecturers, and trainers.

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