

**FOR IMMEDIATE RELEASE**

**Contact:**

Louise LaFosse,  
Silver Bullet Group, Inc.  
925 930 9436

[lafosse@silverbulletgroup.com](mailto:lafosse@silverbulletgroup.com)

**SALES CONSULTANT MICHAEL CANNON SPEAKS TO  
THE AMERICAN MARKETING ASSOCIATION**

**WALNUT CREEK, CA – June 24, 2005** – Silver Bullet Group CEO, Michael Cannon, an internationally renowned sales consultant and best-selling author with business gurus Brian Tracy, et. al., of “Create the Business Breakthrough You Want,” will share his expertise on: “The Best Way to Increase Your Sales” at the American Marketing Association’s Sacramento Valley Chapter on July 13<sup>th</sup>. This dynamic session will explore the key elements of how companies are revolutionizing their go-to-market strategies by implementing great sales messaging to attract the key buyers they need to succeed in today’s hyper-competitive market.

Michael Cannon and the Silver Bullet Sales Messaging System have grown sales of B2B hardware, software and services companies far beyond their expectations. “What Michael did for us was extraordinary. He helped us grow sales over 1300% in 12 months, which enabled us to boot strap expenses and attract top tier Venture Capital investors such as Sigma Partners and Novus Ventures.” said David James Clarke IV, Co-Founder of Logilent Learning Systems.

This is a “must attend” for sales and marketing executives, marketing managers and those interested in how to sell more with less time, money and effort. For details and registration to this RSVP presentation sponsored by the American Marketing Association Sacramento Valley, visit: <http://www.amasv.org/index.html>.

Members of the media interested in talking with Mr. Cannon at this event or in scheduling an interview to discuss his remarks may contact Louise La Fosse.

**About Michael Cannon**

Michael Cannon is an internationally renowned sales expert, dynamic speaker and best-selling author with business gurus Brian Tracy, et. al., of “Create the Business Breakthrough You Want.” An expert in working with B2B companies to increase sales, Michael has assisted many companies, as big as SBC and as small as a 1-person start-up, to increase sales up to 1300% so far! He has over 20 years of sales, 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 and CEO of the Silver Bullet Group and creator of the Silver Bullet Sales Messaging System.

**About the Silver Bullet Group**

The Silver Bullet Group is a trusted resource for business-to-business executives that need to improve their odds of making and exceeding plan. Typical client results include: increase sales (up to 1300% so far!), reduce sales costs, improve net income, improve lead generation, improve closing ratios, accelerate sales cycles, and improve forecast accuracy. Results are delivered using the Silver Bullet Sales Messaging System -- a proven, proprietary methodology for implementing great sales messaging that generates more leads, meetings, orders and incremental revenue from existing accounts. For more information, please visit [www.silverbulletgroup.com](http://www.silverbulletgroup.com) or call 925.930.9436.

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