

**FOR IMMEDIATE RELEASE**

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**SALES CONSULTANT MICHAEL CANNON SPEAKS AT THE AMERICAN  
MARKETING ASSOCIATION CMM LEADERSHIP SERIES**

**WALNUT CREEK, CA – June 6, 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 “Increasing Marketing’s Relevance to the Sales Cycle” at the American Marketing Association CMM Leadership Series event in San Francisco on June 16.

It’s no longer WHAT you sell, but HOW you sell that counts. Increasingly competitive markets and decreasingly distinguishable brands mean that your last bastion of competitive differentiation occurs in the conversations sales people have with customers. If a company wants to break free from the competitive pack and re-establish itself as a solutions company selling value, they need to start where they typically leave off – equipping more consistent, high-quality and compelling sales cycle-relevant conversations, presentations and documentation.

AMA CMM presenters and panelists, including renowned international sales consultant, Michael Cannon, are breaking new ground in the area of increasing marketing impact on sales success with proven examples and case studies that will give you tangible takeaways and action plans.

For details and registration to this RSVP presentation sponsored by the American Marketing Association Sacramento Valley, visit: <http://www.marketingpower.com/content24238.php>

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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