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**MICHAEL CANNON SELECTED AS ONE OF
'THE WORLD'S GREATEST BUSINESS MENTORS'**

*Bay Area Consultant, Michael Cannon, Honored with International Luminaries
Brian Tracy, Mark Victor Hansen and Robert G. Allen*

WALNUT CREEK, Calif. – Aug. 16, 2004 –The Silver Bullet Group, Inc. announced today that Michael Cannon, creator of the Buyer-Centric Sales Messaging System, a proven methodology for increasing business-to-business sales, has co-authored a book with Brian Tracy, Mark Victor Hansen, Robert G. Allen and others entitled “Create the Business Breakthrough You Want: Secrets and Strategies from the World’s Greatest Mentors.” Awarded by Mission Publishing of Palo Alto, Calif., the selection identifies Cannon as an innovative expert whose skills, experience, and record of success qualify him as an unsurpassed resource and mentor for others. The award also signifies Cannon’s distinctive leadership in the field of strategic sales planning.

“It’s a tremendous honor to be selected as one of the world’s greatest business mentors,” says Cannon “There is no bigger thrill than helping others succeed and it’s exciting to be recognized for bringing the business community a breakthrough idea. The Buyer-Centric Sales Messaging System is revolutionizing the way companies attract the key buyers they need in order to be successful in today hyper-competitive market.”

Over 2000 high-caliber individuals were nominated as resources for “Create the Business Breakthrough You Want” and, after thorough interviews and review, only 61 authorities were selected to participate. Cannon, along with the other top mentors and world-renowned business experts receiving the award, wrote a chapter for the book in which they use their insights and experiences to impart invaluable wisdom to others. The release date announced by Mission Publishing is August 1, 2004.

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Publisher John Eggen, of Mission Publishing, and head of the selection process for the program, believes the honor of being selected is well earned. “We all hear about the Fortune 500 CEOs and world business leaders, but too often we neglect to recognize wise experts whose insights and strategies have significantly transformed people’s personal and professional lives, and made a positive impact in their communities,” notes Eggen. “The knowledge these individuals possess is extraordinary; people like Michael Cannon are genuine experts who are helping business owners, executives, and professionals achieve significant breakthroughs.”

About Michael Cannon

Michael Cannon is a sales consultant, speaker, author, coach, advisor and board member. He has over 20 years of sales, management and founders experience in the enterprise software, telecommunications, wireless, training and professional services industries. Michael has held positions ranging from Account Executive to VP of Sales to CEO. As an expert in helping companies increase sales, he has assisted over 20 companies, as big as SBC and as small as a three-person start-up, to increase sales up to 1300%. As Founder and CEO of the Silver Bullet Group, Michael created the Buyer-Centric Sales Messaging System, a proven methodology for increasing business-to-business sales.

About The Silver Bullet Group

The Silver Bullet Group is a trusted resource for helping business executives solve sales problems and improve their odds of making and exceeding plan. For more information, please visit www.silverbulletgroup.com, or call 925.930.9436.

For more details about Mission Publishing, call 650.321.1306.

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