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SALES AND MARKETING CONSULTANT MICHAEL CANNON SPEAKS ON “SALES MESSAGING: THE BEST WAY TO INCREASE YOUR SALES” AT THE SAN FRANCISCO AMERICAN MARKETING ASSOCIATION

SAN FRANCISCO, CA – February 15, 2007 – Silver Bullet Group CEO, Michael Cannon, an internationally renowned sales and marketing consultant and best-selling author with business guru Brian Tracy, et. al., of “Create the Business Breakthrough You Want,” will be speaking on: “Sales Messaging: The Best Way to Increase Your Sales – 4 Proven Steps to Implement the Most Compelling Answers to Why Your Prospects Should Buy Now!” at the American Marketing Association’s San Francisco Chapter on March 15th. This dynamic session will address 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.

“Companies are wasting billions of dollars annually by not differentiating sales messaging from other messaging types,” says Michael Cannon.

Sales Messaging provides persuasive answers to the buyer’s primary buying questions, for each of the products and services a company offers, and delivers these messages at the appropriate point in the product life cycle and sales cycle. During this session, Michael will show participants how to implement great sales messaging to dramatically improve the effectiveness of all their sales and marketing activities.

The Silver Bullet Sales Messaging System, developed by Michael Cannon, is a proven methodology for growing sales of B2B hardware, software and services companies far beyond their expectations:

“Our win rate is up by 30% and the amount of time I spend supporting the field has dropped by over 50%.” Nigel Mott, Product Sales Manager, Agilent Technologies, Inc.

“What Michael did for us was extraordinary. He helped us grow sales over 1300% in 12 months, which enabled us to bootstrap 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 event details and registration visit: <http://www.silverbulletgroup.com/news.shtml#events>

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

About Michael Cannon

Michael Cannon is an internationally renowned sales and marketing effectiveness 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 hundreds of companies, as big as SBC and as small as a 1-person start-up, to increase sales up to 1300% so far! Michael is Founder of the Silver Bullet Group and creator of the Silver Bullet Sales Messaging System. He has spoken to numerous audiences across the country including Entrepreneur Magazine Radio, the Alliance of CEO’s, the American Marketing Association, TEC International, the San Jose Silicon Valley Chamber of Commerce, and many more. For more info, visit www.silverbulletgroup.com.

About San Francisco American Marketing Association

Founded in 1937, the San Francisco American Marketing Association (SFAMA) is an award-winning, non-profit association. Their goal is to add value, to over 600 members, by bringing in high profile companies to discuss cutting edge marketing issues and innovations in marketing. The SFAMA is renowned for its annual Excellence in Marketing Awards’ event. Winners in 2006 include Adobe Systems, Leapfrog, KQED, Charles Schwab, and Philippe Becker Design. Winners in 2005 include Leapfrog, Hotwire, AKQA, SchwabLearning.org and the Institute for Health and Healing. For details about SFAMA and nominations for the EIMA, visit www.sfama.org.

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