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**SALES AND MARKETING CONSULTANT MICHAEL CANNON GIVES A WORKSHOP ON  
“SALES MESSAGING: THE BEST WAY TO INCREASE YOUR SALES”**

**San Jose,, CA – March 18, 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 conduct a workshop 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 Silicon Valley Chapter on April 18th. 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.

“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.

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. In this workshop, Michael will teach 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.

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This is a “must attend” for CEOs, Presidents, COOs, VPs of Marketing, and VPs of Sales, Sales and Product Marketing Managers, as well as 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, Vistage International, the San Jose Silicon Valley Chamber of Commerce, and many more. For more information, visit [www.silverbulletgroup.com](http://www.silverbulletgroup.com).

About Silicon Valley American Marketing Association:

Founded in 1980, SVAMA is the local chapter of the American Marketing Association (AMA), the world's largest professional society of marketers with about 40,000 members worldwide. SVAMA is dedicated to helping it's members Stay Connected to Silicon Valley marketing thought leaders, and Stay Informed about the latest marketing techniques, issues and technologies.

SVAMA: [www.svama.org](http://www.svama.org)

National AMA: [www.marketingpower.com](http://www.marketingpower.com)

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