

FOR IMMEDIATE RELEASE

Contact:

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

lafosse@silverbulletgroup.com

**Sales and Marketing Consultant Michael Cannon Featured on
SalesRepRadio.com**

WALNUT CREEK, CA – December 7, 2005 – Silver Bullet Group CEO, Michael Cannon, an internationally renowned sales and marketing consultant and best-selling author shared his expertise on the value of implementing “The Revenue Acquisition Map” to increase sales and profits. He was interviewed by SalesRepRadio and the featured segment is on their website for the week of December 5th, 2005.

“Most sales professionals don't have a plan for the series of meetings that they are going to close for that logically lead the buyer to buy and buy from them. If we have this series of meetings defined upfront, we're much more likely to successfully move our buyers through the buying process.” The Revenue Acquisition Map defines the process, the goals and the tools we need to successfully create an order for our company. It also helps us match more closely to the way the buyer naturally wants to buy,” said Michael Cannon, in his interview.

“The Revenue Acquisition Map also helps sales leverage their marketing department in supporting them to create a powerful sales generation engine, which can be very transformative.” Based on Michael's experience with clients, sales will increase a minimum of 10% and margins will improve by 5-10%.

This is helpful to marketing and sales executives who are interested in driving company growth by leading their organizations to focus on the integration of sales process and sales messaging as a strategic competitive advantage.

To hear a replay of the interview with Michael Cannon, visit: www.salesreppradio.com. Members of the media interested in scheduling an interview to discuss Mr. Cannon's remarks may contact Louise La Fosse.

About Michael Cannon

Michael Cannon is an internationally renowned sales and marketing expert, dynamic speaker and best-selling author with business guru 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! 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. For more information, please visit www.silverbulletgroup.com.

About SalesRepRadio

SalesRepRadio is designed exclusively for sales reps *and* sales managers.

It is loaded with timely sales advice from North America's top sales training professionals for educational and motivational talk radio-style interviews. Whether it's a one-time feature or a continuing monthly subscription initiative, there's an effective solution. SalesRepRadio is a completely custom, "private label" audio program specially created for companies with large sales organizations who have a difficult time communicating their message effectively.

####