

FOR IMMEDIATE RELEASE

Contact:

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

lafosse@silverbulletgroup.com

SALES CONSULTANT MICHAEL CANNON SPEAKS AT TEC INTERNATIONAL

WALNUT CREEK, CA – October 15, 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 “The Best Way to Increase Your Sales” at TEC International’s San Ramon Chapter on November 15th. 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.

This is a “must attend” for CEOs and senior marketing and sales executives who are interested in driving company growth by leading their organizations to focus on sales messaging as a strategic competitive advantage. For details and registration to this “By Invitation Only” presentation sponsored by TEC International, visit www.teconline.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 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! 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 or call 925.930.9436.

About TEC International

TEC International is the world’s leading executive performance organization. Since 1957, TEC has been helping CEOs and senior executives become better leaders who make better decisions and achieve better results. On average, TEC member companies grow at a rate of 2.5 times faster than they did prior to joining. Learn more at www.teconline.com.

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