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Sales and Marketing Consultant Michael Cannon Leads "Top 10 Principles of Great Sales Messaging" Teleseminar

WALNUT CREEK, CA – January 5, 2006 – Silver Bullet Group CEO, Michael Cannon, an internationally renowned sales and marketing expert and best-selling author will lead an interactive teleseminar on January 24th at 11:00am PST to share his expertise on how companies are making dramatic increases in sales and margins through the implementation of great sales messaging.

"Sales Messaging – the stated reasons we give people to buy from our firms – is the fuel on which all our sales and marketing engines run. Yet sadly, most companies do not have a definition for sales messaging, let alone a methodology for developing and deploying it. The lack of great sales messaging is the primary reason why billions of dollars are wasted every year on ineffective marketing collateral, and why millions of dollars more are lost in missed revenue opportunities and higher sales and marketing costs," said Michael Cannon.

The teleseminar will include a dynamic discussion of "The Top 10 Principles of Great Sales Messaging," including a definition for sales messaging, how it's different from other messaging types and how it supports the product life cycle and the sales cycle. Robert Lesser, President of Direct Impact Marketing, Inc. and moderator for this event had this to say, "sales messaging is the 'secret sauce' for our top-of-funnel marketing campaigns and I see too many companies who short-change sales messaging to the detriment of their campaigns."

For more information about this event, including enrollment options, visit www.top10principles.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 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 information, please visit www.silverbulletgroup.com.

About Direct Impact Marketing, Inc.

Robert Lesser, MBA, President, founded Direct Impact Marketing in 1998 after 10 years with technology, packaged goods and retail organizations. The company, which is headquartered in Toronto, Canada, creates acquisition and retention campaigns through telemarketing, interactive marketing and direct mail. The effectiveness of these campaigns and the value of customers are gauged through marketing performance measurement services. For more information, please visit www.directimpactnow.com.

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