

**FOR IMMEDIATE RELEASE**

**Contact:**  
**Louise La Fosse,**  
**Silver Bullet Group, Inc.**  
**925 930 9436**  
[lafosse@silverbulletgroup.com](mailto:lafosse@silverbulletgroup.com)

**SALES AND MARKETING CONSULTANT MICHAEL CANNON INVITED TO SPEAK ON “THE BEST WAY TO INCREASE YOUR SALES” AT THE SILICON VALLEY PRODUCT MANAGEMENT ASSOCIATION**

**WALNUT CREEK, CA – April 20, 2006** – Silver Bullet Group CEO, Michael Cannon, an internationally renowned sales and marketing consultant will be speaking on “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 Silicon Valley Product Management Association (SVPMA) meeting on May 3<sup>rd</sup>. 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 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. In his talk, Michael will teach participants how to implement great sales messaging that will accelerate pipeline growth, improve win rates, and dramatically improve sales and marketing effectiveness.

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 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 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 info, visit [www.silverbulletgroup.com](http://www.silverbulletgroup.com) or call 925 930 9436.

**About Silicon Valley Product Marketing Association**

The Silicon Valley Product Management Association (SVPMA) is an organization that was founded to address the needs of Product Managers, Product Marketing Managers and other professionals working within the Product Management field. The goal of SVPMA is to provide a forum for education, networking and community amongst those who work in product management. That includes, but is not limited to Product Managers, Product Marketing Managers, Marketing Managers, Directors of Product Management, and VPs of Product Management. For details about SVPMA, visit their web site at [www.svpma.org](http://www.svpma.org).