

# The Best Way to Increase Your Revenue and Marketshare:

## 4 Proven Steps to Implement the Most Compelling Answers to Why Your Prospects Should Buy Now!

### Why Attend?

Companies waste billions of dollars annually confusing sales messaging with other messaging types such as company messaging, brand messaging, and product messaging. If your company does not differentiate sales messaging from these other messaging types, it's very likely that you are literally wasting millions of dollars in higher sales and marketing costs, lost revenue, and missed targets every year. Sales messaging is designed to provide persuasive answers to each of your buyer's primary buying questions for each of the products and services you offer and delivers these messages at the appropriate point in the product life cycle and sales cycle. Learn how you can use great sales messaging as a tool to improve your messaging quality and dramatically improve the effectiveness of all your sales and marketing activities.

*"Michael is a high-energy speaker and a real crowd-pleaser. The topic is of great value to anyone who works with outbound messaging."*

Greg Cohen, Director  
Silicon Valley Product Management Association

*"A useful framework for thinking through the sales and marketing process and real, actionable ideas to grow your business right away."*

Susan Wheeler, VP/Programs  
American Marketing Association

### What Will You Learn?

- How to quickly increase revenues, marketshare, and profits with less time, money, and effort.
- How sales messaging is significantly different from other messaging types.
- Why implementing sales messaging is often the best way to increase your competitiveness and sales.
- The 5 key buyer types and 3 buyer roles your company needs to attract in order to succeed.
- The top 3 buying questions and which ones your buyers are asking.
- A system for quickly identifying all the ways your offering improves the buyer's condition.
- How to develop and deploy great sales messaging using a proven methodology to improve messaging quality.
- A framework for how to integrate sales and marketing to improve effectiveness — immediately.

### Who Should Attend?

CEOs, Presidents, COOs, VPs of Sales, VPs of Marketing, and Sales and Product Marketing Managers.

### Speaker Bio



Sales and Marketing Expert

**Michael Cannon**

Michael Cannon is an internationally renowned sales and marketing effectiveness expert, dynamic speaker, and best-selling author, most recently coauthoring with Jay Conrad Levinson (*Guerrilla Marketing*), et al., *Marketing Strategies That Really Work! Promote Your Way to Millions*, and coauthor with Brian Tracy, Mark Victor Hansen, et al., of the best-seller, *Create the Business Breakthrough You Want*. An expert in working with B2B companies to increase revenue, profits, and marketshare, Michael has assisted hundreds of companies, as big as AT&T and as small as a one-person startup, to increase revenues up to 1,300%! He has over 20 years of sales and marketing, 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 of the Silver Bullet Group and creator of the hugely successful Silver Bullet Sales Messaging System. He has addressed numerous audiences around the world, including *Entrepreneur Magazine Sales and Marketing Radio Show*, the American Marketing Association, the Silicon Valley Product Management Association, the San Jose Silicon Valley Chamber of Commerce, Vistage International, and many more.