

April Dunford

Bestselling Author: "Obviously Awesome" & Pioneering Business Strategist

PRODUCT POSITIONING · GO-TO-MARKET · B2B MARKETING · PRODUCT MARKETING · MESSAGING · SALES ENABLEMENT

THE PITCH

The go-to operator for product positioning that turns B2B tech features into a category story buyers instantly understand.

FULL BIO

April has spent the first 25 years of her career as a startup executive, running marketing, product, and sales teams. She's led teams at seven successful B2B technology startups. Most of those startups were acquired (DataMirror to IBM, Janna Systems to Siebel Systems, then SAP, Watcom to Sybase via Powersoft, to name a few), and she also ran big teams at IBM, Siebel, Sybase, and others. The total of those acquisitions is more than two billion dollars. Across that journey, April has positioned, re-positioned, and launched 16 products.

April has a deep curiosity about what makes the difference between a winning product and a loser. Developing a systematic way of positioning technology products and companies has become her life's work.

April's global bestselling book, Obviously Awesome, captures her ideas about positioning and a methodology for doing it, that any startup can follow. It's become a best-seller and popular among entrepreneurs, product, and marketing folk.

In her newest book, Sales Pitch, she shows entrepreneurs, salespeople, marketers, and business leaders how they can achieve success by building a narrative that clearly communicates how your product is different and better than anything else on the market.

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Website · spokenartists.com/speakers/april-dunford

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SIGNATURE KEYNOTES**Obviously Awesome: How to nail product positioning so customers get it, buy it, love it.**

Forget everything you thought you knew about positioning. Successfully connecting your product with consumers isn't a matter of filling in the blanks on an old-school positioning statement. Positioning is the foundation of everything we do in marketing and sales. It forms the backbone of our go-to-market strategy. Yet we don't have a defined methodology for DOING it. At least we didn't until now.

In this keynote, April goes beyond teaching you what positioning is and why you should care. It gives you a step-by-step process that any organization can follow to position their product, service or company. This talk will teach you how to find your product's "secret sauce" and then sell that sauce to those who crave it.

Sales Pitch: How to Craft a Story to Stand Out and Win

World-renowned product positioning and marketing expert April Dunford knows that standing out in a crowded market is the key to getting sales. In Sales Pitch, she shows entrepreneurs, salespeople, marketers, and business leaders how they can achieve success by building a narrative that clearly communicates how your product is different and better than anything else on the market.

Using a simple step-by-step method and compelling case stories, the author of Obviously Awesome guides you through a solid sales pitch structure that helps customers make confident buying decisions, while positioning you to clearly win in the market. Your audience will learn:

- Why you need to be your prospect's guide in the buying process
- Why a sales pitch is a unique style of story designed to help your customer say "yes" with confidence
- How "do nothing" is the most fearsome competitor you have
- How and when qualification, discovery, and product demos fit into a sales pitch
- How your positioning is reflected in a great sales narrative
- Why your differentiated value is the star of the show
- The eight components of a solid sales pitch

A successful sales pitch is more than a simple product walkthrough, a canned set of discovery questions, or a pushy sales monologue. This book will help you create a winning pitch that gets you better customers—and more of them.

IMAGE LIBRARY

Original high-resolution color files are included alongside this PDF in the ZIP download.



PORTRAIT



STAGE

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- [pjasic@spokenartists.com](mailto:pjosic@spokenartists.com)
- vtudorache@spokenartists.com

Full digital profile, video reel, and additional press-kit assets: spokenartists.com/speakers/april-dunford