

Global Sales Enablement Platform Market Size study & Forecast, by Component (Platform and Services), Organization Size (Large Enterprises and Small and Medium-Sized Enterprises), Deployment Type (Cloud and On-premises), End-user Industry (BFSI, Consumer Goods and Retail, IT and Telecom, Media and Entertainment, Healthcare and Life Sciences and Manufacturing and Other End-user Industries) and Regional Analysis, 2022-2029

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Abstracts

Global Sales Enablement Platform Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than 20.2% over the forecast period 2022-2029. The sales Enablement platform is a tool designed to connect customer-facing sales execution and technology across the sales cycle. The Sales Enablement Platform market is expanding because of factors such as the rising need to improve the internal business process and scaling sales efforts with the help of advanced technology. This market is dominated by GetAccept Inc., Bigtincan Holdings, Upland Software, Showpad, and Seismic Software, Inc.

The sales enforcement tool improves external and internal efficiency while dealing with sales execution. Sales enablement tools combine intelligent content management, training, contextual guidance, customer retention, and actionable analytics to help every sales reputation find and deliver the right content to prospects, and within that content Allow you to track prospect engagement. MindTickle, for example, offers a sales readiness platform to gain the ability to develop, coach, and improve a salesperson's performance regardless of location, reducing her sales by 60%. The advanced

technology has increased the operational efficiency and reduced cost which has increased its prevalence. Furthermore, the significant growth of consumer goods and the retail industry is expected to create opportunities for this market in the projected year. However, the inconsistent user experience across various access channels stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Sales Enablement Platform Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the dominance of branded products. For example, distribution platform provider Highspot raised \$248 million in Series F funding in January 2022. New investors including B Capital Group and D1 Capital Partners led the round, with participation from existing investors ICONIQ Growth, Madrona Venture Group, Salesforce Ventures, Sapphire, and Tiger Global Management. These companies claim the investment will drive international expansion, product development and employment. Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising populations, an increase in the number of collaborations for development, geographic expansion of key players, and active participation of government and nonprofit organizations in the market space.

Major market player included in this report are:

GetAccept Inc.

Showpad

Seismic Software Inc.

Bigtincan Holdings, Ltd.

Upland Software Inc.

ClearSlide

Brainshark

Outreach

Accent Technologies Pvt Ltd.

Quark, Inc

Recent Developments in the Market:

In February 2022 – Semrush, the SaaS platform for online visibility management, announced plans to acquire Kompyte, a platform for automating and promoting competitive intelligence. The acquisition will enable the capabilities of Semrush's competitive intelligence automation and merchandising platform, as 88% of Kompyte's total user base is within the sales organization.

In March 2022 - Ceros, a cloud-based no-code interactive content design platform, today announced a partnership with sales support providers Highspot and Showpad.

These partnerships allow the company to fulfil its mission of creating an innovative, integrated suite for all designers and marketers, from corporate clients to citizen creators.

In January 2021, Bigtincan, one of the world's leading providers of sales enablement automation, announced that it had acquired 100% of VoiceVibes Inc. The deal expands Bigtincan's leadership in AI-driven sales enablement, empowering sellers to connect with buyers most effectively in the digital world.

Global Sales Enablement Platform Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Components, Organization Size, Deployment Model, End user Industry, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Platform

Services

By Organization Size:

Large Enterprises

Small and Medium-Sized Enterprises

By Deployment Mode:

Cloud-based

On-premises

By End-user Industry:

BFSI

Consumer Goods and Retail

IT and Telecom

Media and Entertainment

Healthcare and Life Sciences

Manufacturing

Other End-user Industries

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

RoLA

Rest of the World

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