

Global Sales Performance Management Market Size study & Forecast, by Component (By Solution, Service) By Organization Size (Large Enterprises and SME), Vertical (BFSI, Telecommunication, Healthcare and Manufacturing), By Deployment Type (On-premises and cloud) and Regional Analysis, 2022-2029

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Abstracts

Global Sales Performance Management Market is valued at approximately USD 2.0 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 14.94% over the forecast period 2022-2029. The Global Sales Performance Management (SPM) solution is a set of operational and analytical capabilities that automate and integrate back-office sales operations and are implemented to improve operational efficiency and effectiveness. SPM capabilities include incentive compensation management, assignment management and planning, territory management, advanced analytics, and gamification. Global Sales Performance Management strategies and tools are used by sales leaders to increase the efficiency and effectiveness of their sales teams. The growth of the global sales performance management market is driving factors with increasing demand for improved prospecting and prospecting tools, sales incentive management, and lead management solutions driving the growth of global sales performance management tools.

According to Ahrefs Pte Ltd. More than 68% of all online experiences begin with a simple search which improves the overall data structure and help to build a content solution. Content optimization is one of the best ways for business pages to get their content on top and rank well on search engines by getting you the relevant keywords on right topics for content. It has great importance in corporate business world, huge investments were made in sales optimization solutions by enterprises, which is driving

the Global Sales Performance Management industry. Data enrichment tools in the Global Sales Performance Management platform help companies optimize their sales strategies by enriching their sales data, finding new opportunities for marketing and sales campaigns and improving customer engagement. The tool also helps businesses clean up their data and ensure accurate and usable consumer and sales performance data. The implementation of SPM solution also requires training, and further career development workshops for all levels of employees which is time consuming and costly process. Even for implementation and training, it requires high costs and several hassle which restrict enterprises to implement SPM Solutions. Global Sales Performance Management has come a long way since its inception. With these advancements in the global sales performance management market, several enterprise vendors have increased their investment in audio-video conferencing tools or application performance tools (APIs) to absorb more live interactions and connect customers and agents. engagement to identify opportunities and decisions to move forward

The key regions considered for the Global Sales Performance Management Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominates the market and is expected to retrain its position during the forecast period. Owing to the Strong economic climate, early adoption of advanced technology, high digital acceptance in the workplace to improve business processes, high technology awareness matured the North American SPM market. Asia Pacific is expected to be the fastest growing market with significant growth during the forecast period, with the rapid economic and technological transformation of the region, the growth of Global Sales Performance Management will be boosted in the region in coming years.

Major market player included in this report are:

Oracle Corporation Ltd. (U.S)

Xactly Corporation (U.S)

System Analysis Program Development (SAP) (Germany)

Anaplan (U.S)

NICE (Israel)

Varicent (Canada)

Performio (US)

Optymyze (U.K)

Beqom Corp. Ltd. (Switzerland)

Salesforce (US)

Zoho Corporation Ltd. (India)

Recent Developments in the Market:

Oracle has enhanced the Region Management and Incentive Compensation components of Oracle Global Sales Performance Management Cloud with new and enhanced features.

Xactly has launched a new offering, Operational Sales Management (OSM), to expand its SPM portfolio. This new solution connects and integrates processes related to vendors, territories, quotas and credits.

Beqom has released a new version of its mobile app and personal payroll. This allowed employees to see their performance and variable compensation payments.

3D Mapping and Modelling 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 By Component Type (service & solution), By Vertical, By Organization Size, By Deployment Type, Vertical and 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 Type:

Solutions

Services

By Vertical:

BFSI

Telecommunication

Manufacturing

Others

By Organization Size

Large Enterprises

Small and Medium Sized Enterprises

By Deployment Type

On-premises

Cloud

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

Ro APAC

Latin America

Brazil

Mexico

Rest of the World

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