

Global Sales Training Software Market Size study & Forecast, by Deployment (On-premise and Cloud) by Enterprise Size (Large, Small & Medium), by End Use (BFSI, Automotive, Retail, Healthcare, IT & Telecom, Discrete Manufacturing, Government & Education and Others) and Regional Analysis, 2022-2029

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Abstracts

Global Sales Training Software Market is valued at approximately USD 1.92 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 13.8% over the forecast period 2022-2029. With the help of sales training software, representatives may ramp up more quickly, develop their selling abilities, and be successful. The expansion of the industry can be attributed to intensifying corporate competitiveness and evolving company requirements. Small- and medium-sized businesses (SMEs) and major corporations often spend money on training their sales staff and other teams. Additionally, there is significant development potential due to the growing use of Customer Relationship Management (CRM) software, which offers sales enablement tools to promote effective collaboration with other sales professionals.

According to Statista, the worldwide Customer relationship management software in the year 2019 stood at USD 56.5 billion which increased to USD 69 billion in the year 2020. As a result, the rising revenue is indicating the rising adoption of customer relationship software among organizations, which is leading the growth of the market. Furthermore, rising demand from end-use industry and advancements in emerging technologies, such as Artificial Intelligence (AI), big data analytics, and cloud computing is creating lucrative growth in the market. However, the high cost of Sales Training Software stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Sales Training Software Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Among these regions, North America holds the largest share owing to the availability of a variety of programmes provided by Information Technology (IT) companies, combined with adaptable modules, which can be credited with the region's success. Additionally, a sizeable portion of students is quickly converting to mobile-based IT learning. They can now use their gadgets to obtain information at any time and from anywhere. Additionally, expanding company prospects and ongoing technological advancements have significantly impacted regional market expansion. To satisfy client expectations, major American businesses are investing in sales training and performance management software. Furthermore, Asia Pacific holds the fastest share owing to factors such as The growing implementation of advanced technologies, such as Artificial Intelligence (AI) as well as Machine Learning (ML).

Major market player included in this report are:

Allego

Brainshark, Inc.

Mindmatrix Inc.

Mindtickle Inc.

Qstream, Inc.

Salesforce, Inc.

SalesHood Inc.

SAP SE

Showpad

Zoho Corporation Pvt. Ltd.

Recent Developments in the Market:

In February 2022, Sales Readiness Group (SRG), announced the introduction of a new executive-level selling training program named "Selling to Key Executives™". A brand-new, interesting training called Selling to Key Executives teaches salespeople how to effectively deal with executive-level customers. Sales executives, account managers, business development managers, and other salespeople who interact with senior executives can all benefit from this advanced sales training programme.

In December 2021, Korsgaden International, a provider of financial services, collaborated with Allego to offer its sales training services. With the help of this collaboration, Korsgaden International will be able to offer its clients consulting and training services while utilising the Allego sales enablement platform, enabling sales transformation for achieving revenue targets in the constantly evolving insurance and financial services sectors.

Global Sales Training Software 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 Deployment, Enterprise Size, End Use, 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 Deployment offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Deployment:

On-premise

Cloud

By Enterprise Size:

Large

Small & Medium

By End Use:

BFSI

Automotive

Retail

Healthcare

IT & Telecom

Discrete Manufacturing

Government & Education

Others

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

Rest of the World

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