

Global Sales Performance Management (SPM) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Sales Performance Management (SPM) is the process of overseeing and training employees to advance their sales skills, processes, and results. SPM involves observing sales practices either manually or with software, comparing to metrics, drawing conclusions, and then implementing changes for advancement and motivating sales reps to perform at the best of their abilities.

SCOPE OF THE REPORT:

This report studies the Sales Performance Management (SPM) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Sales Performance Management (SPM) market by product type and applications/end industries.

North America, Asia-Pacific, and Europe have the highest adoption rate, and regions such as Latin America along with Middle East and Africa offer a lot of opportunities for the vendors where majority of the countries are yet to expansively adopt these solutions.

The global Sales Performance Management (SPM) market is valued at 2750 million USD in 2017 and is expected to reach 7240 million USD by the end of 2023, growing at a CAGR of 17.5% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Sales Performance Management (SPM).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

SAP

Salesforce.Com

IBM

Oracle

Callidus Software

Microsoft

Synogy

Xactly

Netsuite

Nice Systems

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Incentive Compensation Management

Territory Management

Sales Planning and Monitoring

Sales Analytics

Others

Market Segment by Applications, can be divided into

BFSI

Retail

Healthcare

IT and Telecom

Manufacturing

Energy and Utilities

Travel and Hospitality

Transportation and Logistics

Media and Entertainment

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