

Global Sales Tech Supply, Demand and Key Producers, 2023-2029

https://marketpublishers.com/r/G41117CB7AC8EN.html

Date: February 2023

Pages: 111

Price: US\$ 4,480.00 (Single User License)

ID: G41117CB7AC8EN

Abstracts

Sales tech is defined as a set of tools that help accelerate and enhance sales productivity by enabling sales reps to use their time and customer intelligence as effectively and efficiently as possible. It's important to note how it differs from sales automation and sales enablement. While both are key components of a holistic sales tech stack, they each play a distinct strategic role. Sales automation uses technology to organize and automate your team's most tedious, repeatable tasks—improving efficiency and giving your reps time to focus on closing the deal. Sales enablement, however, comprises the tools, processes, training, and resources an organization provides to increase rep efficiency and success. Sales automation and sales enablement are subsets of sales tech. The sales tech is primarily split into Customer Relationship Management (CRM), Prospecting and Lead Generation, Sales Automation, Sales Reporting and Management, Project Management, etc.

This report studies the global Sales Tech demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sales Tech, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Sales Tech that contribute to its increasing demand across many markets.

The global Sales Tech market size is expected to reach \$ 103900 million by 2029, rising at a market growth of 15.6% CAGR during the forecast period (2023-2029).

Leading global sales technology players include Salesforce, LinkedIn, HubSpot, Zoho, and Zoominfo. Globally, the top five players have a share of nearly 66 per cent by



revenue. North America is the world's largest market with a market share of about 57 percent, followed by Europe and Asia with about 25 percent and 11 percent, respectively. By product type, customer relationship management (CRM) is the largest market segment, with 47 percent share.

Highlights and key features of the study

Global Sales Tech total market, 2018-2029, (USD Million)

Global Sales Tech total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Sales Tech total market, key domestic companies and share, (USD Million)

Global Sales Tech revenue by player and market share 2018-2023, (USD Million)

Global Sales Tech total market by Type, CAGR, 2018-2029, (USD Million)

Global Sales Tech total market by Application, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Sales Tech market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Salesforce, LinkedIn, HubSpot, Zoho, Zoominfo, Outreach, Freshwork, ClickFunnels and Pipedrive, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Sales Tech market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.



Global Sales Tech Market, By Region:		
United States		
China		
Europe		
Japan		
South Korea		
ASEAN		
India		
Rest of World		
Global Sales Tech Market, Segmentation by Type		
Customer Relationship Management (CRM)		
Prospecting and Lead Generation		
Sales Automation		
Sales Reporting and Management		
Project Management		
Others		
Global Sales Tech Market, Segmentation by Application		
Medium-sized Enterprises (50 to 249 Employees)		
Lance Following /Free Lance OFO and Mark Bornella		

Large Enterprises(Employ 250 or More People)



Companies Profiled:

Companies i Tollieu.	
Salesforce	
LinkedIn	
HubSpot	
Zoho	
Zoominfo	
Outreach	
Freshwork	
ClickFunnels	
Pipedrive	
Sugar CRM	
Clari	
Mindtickle	
Leadpages(Redbrick)	
Leadfeeder	
Key Questions Answered	

2. What is the demand of the global Sales Tech market?

1. How big is the global Sales Tech market?



- 3. What is the year over year growth of the global Sales Tech market?
- 4. What is the total value of the global Sales Tech market?
- 5. Who are the major players in the global Sales Tech market?
- 6. What are the growth factors driving the market demand?



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