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Sales Acceleration Technology Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global sales acceleration technology market size reached US$ 92.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 235.8 Billion by 2028, exhibiting a growth rate (CAGR) of 16.7% during 2023-2028.

Sales acceleration technology refers to a software-based tool designed to optimize sales functions. It automates sales and administrative tasks and streamlines sales processes through various features, such as email tracking, inbound and outbound call tracking, lead prioritization, list building tools, market intelligence and predictive analysis tools, sales force automation and gamification. These tools use data and other statistical insights to efficiently navigate sales cycles and funnels and offer various benefits, such as leaner lead generation, increased sales productivity, improved sales coaching and training and optimization of sales funnel.

Rapid automation across industries is one of the key factors driving the growth of the market. Furthermore, an increasing demand for efficient sales management tools is also strengthening the market growth. Organizations are using sales acceleration technologies to drive sales through marketing campaigns and monitor consumer patterns. They are also used for configure, price, quote (CPQ) functions, sales promotion automation, customer relationship management (CRM), sales email tools and sales intelligence. This minimizes the wastage of time while contacting the prospects and optimizes various sales processes. Additionally, various product innovations, such as the development of intuitive and interactive dashboards for an enhanced digital experience for the user, are acting as other growth-inducing factors. Sales acceleration

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software developers are also integrating elaborate designs, smooth animations and sales monitoring tools to increase user engagement. Other factors, including improvements in the information technology (IT) infrastructure, along with extensive research and development (R&D) activities, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sales acceleration technology market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type and end use industry.

Breakup by Type:

Configure Price Quote (CPQ) Tools
Sales Proposal Automation Tools
Customer Relationship Management Tools
Sales Email Tools
Sales Intelligence Tools
Others

Breakup by End Use Industry:

BFSI
Healthcare
Retail
Automotive
Telecom
Manufacturing
Others

Breakup by Region:

North America

United States
Canada

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Asia-Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others

Europe

Germany
France
United Kingdom
Italy
Spain
Russia
Others

Latin America

Brazil
Mexico
Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Apttus Corporation, ConnectLeader LLC, Lucid Creative Group, LLC, Outreach Corporation, Salesforce.com Inc., SalesLoft Inc., Sofon B.V., Tenfold Corporation, Upland Software Inc. and Yesware Inc.

Key Questions Answered in This Report:

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How has the global sales acceleration technology market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global sales acceleration technology market?
What are the key regional markets?
What is the breakup of the market based on the type?
What is the breakup of the market based on the end use industry?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global sales acceleration technology market and who are the key players?
What is the degree of competition in the industry?

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