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Sales Force Automation Software Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

https://marketpublishers.com/r/S8F27F9BFE06EN.html
Date: June 2022
Pages: 145
Price: US$ 2,499.00 (Single User License)
ID: S8F27F9BFE06EN

Abstracts

The global sales force automation software market reached a value of US$ 6.7 Billion in 2021. Looking forward, IMARC Group expects the market to reach US$ 13.5 Billion by 2027, exhibiting a CAGR of 12.14% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Sales force automation (SFA) software is a technological solution used for automating and streamlining various sales processes. It assists in automating numerous activities, including reports, research on leads, voicemails, call logging, appointment scheduling, call routing, sales inventory, forecasting, performance, and analysis. It also aids in increasing accuracy, ensuring leads accountability, fostering smart sales forecasts, and boosting employee engagement and retention. Moreover, as it reduces the cost of workforce resources and allows quick responses and better time management, its demand is increasing around the world.

Sales Force Automation Software Market Trends:
Presently, there is a significant increase in the demand for sales forecasting in the banking, retail, and information technology (IT) sectors across the globe. This, in confluence with the increasing need for tracking mechanisms and streamlining in the sales processes, represents one of the primary factors positively influencing the market. Apart from this, SFA software offers special features, such as information sharing among sales personnel, processing of orders, managing client contact information, inventory monitoring, control and reordering, sales projections, and tracking of orders. As a result, it is gaining immense popularity worldwide as compared to customer

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relations management (CRM) software. Furthermore, leading players are utilizing advanced solutions, such as machine learning (ML), artificial intelligence (AI) and cloud technology, for offering opportunity, forecasting, and smart recommendations for the product or services. This is strengthening the growth of the market. Besides this, governing agencies of numerous countries are implementing stringent regulations to strengthen the regulatory framework. This, along with the introduction of updated automation solutions, including two-factor authentication and other security checks, is anticipated to facilitate the growth of the market further.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global sales force automation software market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on application, deployment type, enterprise size and industry vertical.

Breakup by Application:

Lead Management
Sales Forecasting
Order and Invoices Management
Opportunity Management
Others

Breakup by Deployment Type:

Cloud-based
On-premises

Breakup by Enterprise Size:

Small and Medium Enterprises
Large Enterprises

Breakup by Industry Vertical:

BFSI
Healthcare
Retail
Telecom

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Food and Beverages
Others

Breakup by Region:

North America
United States
Canada
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 Aptean Inc., Consensus Sales Inc., Infor Inc. (Koch Industries Inc), Microsoft Corporation, Oracle Corporation, Pegasystems Inc, Salesforce.com Inc., SAP SE, SugarCRM Inc and Zoho Technologies Private Limited.

Key Questions Answered in This Report:

How has the global sales force automation software market performed so far and how

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will it perform in the coming years?
What has been the impact of COVID-19 on the global sales force automation software market?
What are the key regional markets?
What is the breakup of the market based on the application?
What is the breakup of the market based on the deployment type?
What is the breakup of the market based on the enterprise size?
What is the breakup of the market based on the industry vertical?
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 force automation software market and who are the key players?
What is the degree of competition in the industry?

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