

Sales Performance Management Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global sales performance management market size reached US\$ 3.6 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 9.0 Billion by 2027, exhibiting a growth rate (CAGR) of 16.7% 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 performance management (SPM) refers to a set of operational and analytical functions that help automate and unite back-office operational sales processes. It focuses on various aspects of sales performance, including forecasting, insights, gamification, quota setting, and advanced analytics. It also offers the services of account segmentation, territory planning, incentive compensation, standard reporting, and pipeline optimization. Nowadays, SPM tools and strategies are adopted by organizations across the globe to improve their operational efficiency and effectiveness.

Sales Performance Management Market Trends:

The outbreak of the coronavirus disease (COVID-19) and subsequent lockdown restrictions imposed by governing agencies of several countries have resulted in economic uncertainty and disruption. This represents one of the key factors driving the demand for SPM solutions around the world as they allow enterprises to automate their business operations and adapt to the remote working conditions with minimal disruption to their operations. Moreover, it is widely adopted by small and medium-sized enterprises (SMEs) to effectively monitor and strategize according to the ever-changing business needs and work on different company objectives. SPM also assists in optimizing planning, increasing revenue, predicting sales, and improving decision

making and sales agility. Apart from this, SPM solutions are incorporated into the banking, financial services, and insurance (BFSI) sector to address the challenges of high transaction counts, complex credit assignments, and developing expense models. Furthermore, as manual intervention makes the task significantly more time-consuming and prone to inaccuracies, hospitals are adopting SPM solutions to structure and monitor goals information easily. They also provide access to real-time data and accurate benchmarking and data visualization capabilities for key performance insights. This, coupled with the growing need for healthcare services, is influencing the market positively.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sales performance management market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on solution, services, organization size, deployment model and end user.

Breakup by Solution:

- Territory Management
- Sales Analytics
- Sales Planning and Monitoring
- Incentive Compensation Management
- Others

Breakup by Services:

- Consulting Services
- Managed Services
- Training and Support
- Others

Breakup by Organization Size:

- Small and Medium-sized Enterprises
- Large Enterprises

Breakup by Deployment Model:

- On-premises

Cloud-based

Breakup by End User:

BFSI

IT and Telecom

Retail

Energy and Utilities

Travel and Hospitality

Transportation and Logistics

Healthcare

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 Anaplan Inc., Axtria Inc., beqom SA, Iconixx Software Corporation, International Business Machines Corporation, Microsoft Corporation, NICE Ltd., Oracle Corporation, Salesforce.com Inc., SAP SE and Xactly Corporation.

Key Questions Answered in This Report:

How has the global sales performance management 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 performance management market?

What are the key regional markets?

What is the breakup of the market based on the solution?

What is the breakup of the market based on the services?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the deployment model?

What is the breakup of the market based on the end user?

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 performance management market and who are the key players?

What is the degree of competition in the industry?

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