

Sales Performance Management Market Report by Solution (Territory Management, Sales Analytics, Sales Planning and Monitoring, Incentive Compensation Management, and Others), Services (Consulting Services, Managed Services, Training and Support, and Others), Organization Size (Small and Medium-sized Enterprises, Large Enterprises), Deployment Model (On-premises, Cloud-based), End User (BFSI, IT and Telecom, Retail, Energy and Utilities, Travel and Hospitality, Transportation and Logistics, Healthcare, and Others), and Region 2023-2028

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Abstracts

The global sales performance management market size reached US\$ 4.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 10.3 Billion by 2028, exhibiting a growth rate (CAGR) of 16.13% during 2022-2028.

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 2023-2028. 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

1. How big is the global sales performance management market?
2. What is the expected growth rate of the global sales performance management market during 2023-2028?
3. What are the key factors driving the global sales performance management market?
4. What has been the impact of COVID-19 on the global sales performance management market?
5. What is the breakup of the global sales performance management market based on the organization size?
6. What is the breakup of the global sales performance management market based on the deployment model?
7. What is the breakup of the global sales performance management market based on the end user?
8. What are the key regions in the global sales performance management market?
9. Who are the key players/companies in the global sales performance management market?

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