

Global Sales Mapping Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Sales mapping software gives sales teams customizable maps to manage customer and prospective client locations across a large geographic area, including contact and demographic details for customers, established territories for each sales person, and collaboration tools.

Mobile sales people can use the system to plan out their day of appointments and generate an optimized route with turn-by-turn directions to meet with as many valuable customers as possible each day.

Many systems also include mobile accessibility through a native app or via an internet browser on a smartphone or tablet. This allows salespeople in the field to collaborate with managers at the main office, and adapt routes and information to client schedules quickly.

The global Sales Mapping Software market size is projected to grow from US\$ 1402.8 million in 2023 to US\$ 2307 million in 2030; it is expected to grow at a CAGR of 7.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Sales Mapping Software Industry Forecast" looks at past sales and reviews total world Sales Mapping Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Sales Mapping Software sales for 2024 through 2030. With Sales Mapping Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sales Mapping Software industry.

This Insight Report provides a comprehensive analysis of the global Sales Mapping Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Sales Mapping Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Sales Mapping Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sales Mapping Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Sales Mapping Software.

The future market trends of sales mapping software are driven by the need to streamline workflows and improve sales performance. Some of the key trends are:

Territory optimization: Sales mapping software can help sales teams to assign sales resources to match the territory strategically and ensure effective coverage and maximize revenue potential. It can also help to uncover new opportunities in existing territories and expand into new markets.

Digital sales rooms: Sales mapping software can enable sales teams to create digital sales rooms (DSRs) to streamline the seller and buyer experience. DSRs provide a single location for access to content and communication related to a sales cycle. They can also be used to collaborate with stakeholders.

AI-based analysis: Sales mapping software can leverage artificial intelligence (AI) to provide insights and guidance to sales teams. AI can help to analyze call recordings, customer behavior, content performance, and sales outcomes. It can also help to prioritize accounts, contacts, and opportunities based on various factors such as Einstein score, potential revenue, last connection, or proximity.

This report presents a comprehensive overview, market shares, and growth opportunities of Sales Mapping Software market by product type, application, key players and key regions and countries.

Segmentation by type

Geographic information system (GIS)

CRM integration

Other

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Workbooks

CallProof

Akero

LeadSquared

Map My Customers

Mapline

eSpatial

ZooM

Badger Maps

Wingman

MapBusinessOnline.com

Outfield

Bid Track Sell

VeloxylO

Maptive

Xactly Corp

Geographic Enterprises

Caliper Corporation

Cozmix

EasyTerritory

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