
Description: The global sales performance management market which includes both software and services is projected to reach $5.4 billion by 2020 from $2.28 billion in 2015, growing at a CAGR of 18.92% during the forecast period 2015-2020. Sales performance management (SPM) comprises of solutions and services for monitoring and guiding personnel to improve their ability to sell products or services and the fundamental objective of the process is to educate and motivate sales team to set goals and satisfy customers.

SPM software usually includes components for planning, goal setting, skill development, feedback and performance review. It can also be used for tracking information on sales quotas, territories, incentive compensation, job evaluation and forecasting. The essential SPM applications include developing sales competencies, focusing on sales activities and reward sales success. The development of SPM solutions has provided opportunities for new business for the main stakeholders present in the ecosystem. These solutions have largely expanded their service offerings and have also been powerful in expanding their revenue aspects to different markets. From the initiation of SPM in 2005, these solutions and services have comprehensively evolved in their functionalities with the ongoing technological enhancements and have proved to be an innovative version of customer relationship management (CRM). In the near future, SPM offerings are projected to expansively emerge as a trending market for sales analytics and advance from SaaS SPM to SPM-as-a-Service.

Due to various advantages and services offered by SPM process, most of the organizations and industries, with multiple verticals desiring to improve their sales channels and performances, are opting for SPM solutions and services thus acting as a major driver for the growth of this market. However, ongoing structural changes and lack of awareness of the SPM tools are considered restrain the market. The unwillingness of organizations to invest in this kind of costly tools and diversified sales data regulations in the organization may be perceived as major challenges that the market currently faces. But the growing demand for cloud based services that can be integrated with the SPM tools, serves as a major opportunity for this market.

In this study, the SPM market is segmented into the type of solution offered, deployment method, service offered, the user type, end users and geography. North America, Asia Pacific and Europe have the highest market share whereas Latin America and Middle East & Africa offer a lot of growth opportunities.

Some of the key players of this market are:
- Callidus Software Inc
- IBM Corporation
- Microsoft Corporation
- Netsuite Inc
- Nice Systems.
- Oracle Corporation
- Salesforce.com
- SAP AG
- Synygy Inc
- Xactly Corporation

Key Deliverables of the Study
- Market definition global sales performance management market along with identification of key drivers and restraints for the market.
- Market analysis for the global sales performance management market, with region specific assessments and competition analysis on a global and regional scale.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
- Identification and analysis of the macro and micro factors that affect the global sales performance management market on both global and regional scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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