

Sales Performance Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Sales Performance Management Market size is estimated at USD 2.95 billion in 2025, and is expected to reach USD 6.58 billion by 2030, at a CAGR of 17.43% during the forecast period (2025-2030).

Sales performance management refers to a set of operational and analytical services that aid in the automation and integration of back-office sales operations. Among other aspects of sales performance, it focuses on forecasting, insights, gamification, quota setting, and advanced analytics. Account segmentation, territory planning, incentive compensation, standard reporting, and pipeline optimization also exist. Organizations are using SPM tools and approaches throughout the globe to increase operational efficiency and effectiveness.

Key Highlights

- Organizations are rapidly growing and transforming their entire environment into a digital platform. So, to empower their growth and accelerate the enterprise's acceleration in the rapidly changing market circumstances, organizations are using SPM software, which assists them in establishing a business roadmap and implementing their plans much more efficiently. SPM offers an organized and transparent solution between the organization and its personnel.
- Various organizations utilize sales performance management to reduce processing time and error at a significant rate. The active and effective management of performance payouts and incentives has significantly driven the demand in the SPM market. The growing demand for accurate measurement and tracking of sales metrics and mitigation for IT staff may drive market growth over the forecast period.
- Increasing audit, compliance, and visibility requirements boost the market's growth. There is an increased need for oversight in sales performance management. There is a growing desire to scrutinize the inner workings of the compensation system and the related processes.

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- However, the risk of damage and theft of recorded data would hinder the growth of the sales performance management industry. Furthermore, the market would face challenges due to a need to understand SPM solutions' benefits. Another reason obstructing the development rate of sales performance management is the reluctance of small and medium-sized organizations to invest in costly business process software and technological obstacles.
- The onset of the COVID-19 pandemic has forced many sales teams to operate remotely, changing the way they provide value and engage with buyers without in-person interaction. This shift has resulted in an increased demand for the adoption of SPM. After the pandemic, the market is growing positively, owing to increased digital penetration.

Sales Performance Management (SPM) Market Trends

Increasing Demand for Sales Mobility Driving Market Growth

- Next-generation mobility solutions would automatically enter client meeting information into CRM and even send and track follow-up emails after the meeting. By adding the details of a specific meeting to the CRM in the blink of an eye without the hassle of logging in from a home office later or messing up the data added to the system, sales teams can keep a full and accurate account of customer interactions while minimizing time spent on administrative tasks.
- Furthermore, the advent of audio-video conferencing application programming interfaces to promote personalization and productivity would expand the market's favorable potential. Furthermore, rising demand for lowering the risk of sudden sales and proper pattern forecast would function as market drivers, increasing the growth rate of the sales performance management market.
- Machine learning and artificial intelligence (AI) applications boost the sales teams' efficiency. Today's platforms may make specific recommendations to salespeople, such as what materials and content they should use to advance a sales scenario or who they should follow up with at key phases of the sales process. AI can also assist each rep in learning from the highest performing colleagues on their team and guiding them to achievement when in front of their client. AI enables sales teams to perform better by providing them with a personal assistant to support them daily.
- According to a survey conducted by Algorithmia, the top artificial intelligence and machine learning use case last year, at 57%, is improving customer experience. Machine learning and artificial intelligence can assist in advancing a range of business operations.
- Many sales teams still utilize laptops for customer-facing presentations, which may be inconvenient. It frequently necessitates Wi-Fi connectivity within the customer's workplace, powering up a PC before the presentation, connecting to the conference room projector or TV, and so on. In today's advanced mobile landscape, firms would empower sales personnel to deliver customer presentations using their phone or tablet. Furthermore, there is no justification for content rendering difficulties or display controls on mobile devices with modern software.

North America is Expected to Register High Growth

- Markets, such as North America, have been closer to maturing, and sales in such highly competitive environments need sales enablement platforms to help companies implement, scale, and execute their sales enablement strategies.
- The North American region is well known as the hub for major consumer electronics and software giants worldwide, like Google, Microsoft, SAP, and Oracle. These companies actively contribute to the demand for SPM in the region as they implement several marketing strategies to gain clients worldwide.
- The telecom market in the region is another significant contributor to the demand for SPM in the same. The market is highly competitive and dominated by major brands like T-Mobile and Verizon. Every loyal customer earned is a long-term benefit in the

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telecom business. This forces the companies to set higher targets for the regional sales force to gain more customers.

- The growing demand for accurate measurement and tracking of sales metrics and mitigation for IT staff may drive market growth in the North American region over the forecast period. Furthermore, regional organizations are increasingly eliminating the idea of using complicated excel spreadsheets to manage sales performance.
- The companies demand customizable, streamlined, and flexible systems to manage and offer analytics based on their sales performances, which may boost market growth over the forecast period.

Sales Performance Management (SPM) Industry Overview

The sales performance management market is moderately fragmented due to the presence of both global players and small and medium-sized enterprises. The key players in the market are Anaplan Inc., Beqom SA, Varicent Software Inc., Iconix Software Corporation, and Incentive Solutions Inc., among others. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

- June 2022: Beqom, one of the global leaders in cloud-based compensation management software, announced a partnership with sa.global, a Microsoft Dynamics Gold Partner, to offer advanced compensation management to Microsoft Dynamics 365 customers.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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