Sales Force Productivity and Performance Applications

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Sales Force Productivity and Performance Applications* research service will identify, analyze, and evaluate software solutions that meet the unique needs and requirements of B2B sales organizations.

Markets and Subjects Analyzed

- Customer databases/CRM systems
- Sales analytics
- Sales acceleration
- Sales readiness
- Sales force automation (SFA)
- Virtual selling
- AI/ML in sales
- Contract life-cycle management

Core Research

- Sales Readiness Market Forecast
- Sales Readiness Market Shares
- Sales Force Productivity and Performance Market Analyst Perspective
- Sales Acceleration Market Forecast
- Sales Acceleration Market Vendor Shares
- Sales Enablement MarketScape
- Revenue Intelligence and Operations MarketScape

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Sales Force Productivity and Performance Applications.

Key Questions Answered

1. What is the size and expected growth rate of the sales force productivity and performance and related markets?
2. Who are the market leaders, and who is gaining or losing share?
3. What are the submarkets gaining the most momentum?
4. How can sales teams increase efficiency and boost productivity using artificial intelligence (AI) and machine learning (ML)?
5. How will sales tech consolidation and convergence impact buyer behavior?
6. What are the key software investment priorities and challenges for sales organizations?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the sales technology applications market, including:

6Sense, Allego, Aviso, Avora (Revenue Grid), Bigtincan, Clari, Dealhub, Demandbase, ebsta, Freshworks, Gong, Groove, Highspot, Hubspot, InsideSales, LeanData, Lidio (LeadFeeder), LinkedIn, Looker, LogicBay, Mainstay, Mediafly, Microsoft, Mindtickle, Moxtra (Moxo), Nutshell, Oracle, Outreach, Pactora (Zomentum), Performance Horizon Group (Partnerize), People.ai, Pipedrive, Pitcher, Proposify, Revenue.io, RocketDocs, SalesForce, Saleshood, Salesloft, SAP, Seismic, Showell, Showpad, SugarCRM, VanillaSoft, Wonderway, Workramp, xiQ, XFactor.io, ZenLeads (Apollo.io), Zilliant, Zoho, and ZoomInfo.