

# Sales Force Automation Software Market Size, Demand, Competitive Analysis, Growth and Forecast by 2022-2027

SHERIDAN, WYOMING, UNITED STATES, September 27, 2022 /

EINPresswire.com/ -- According to the latest report by IMARC Group, titled "Sales Force Automation [Software Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027.](#)' the global sales force automation software market reached a value of US\$ 6.7 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 13.5 Billion by 2027, exhibiting a [CAGR of 12.14%](#) during 2022-2027.



## Sales Force Automation Software Market Overview:

Sales force automation (SFA) software refers to a technological solution utilized for automating and streamlining numerous sales processes. It helps in automating several activities, such as reports, research on leads, voicemails, call logging, appointment scheduling, call routing, sales inventory, forecasting, performance, analysis, etc. In addition to this, sales force automation software also aids in increasing accuracy, ensuring leads accountability, fostering smart sales forecasts, boosting employee engagement and retention, etc. As a result, SFA solutions reduce the cost of workforce resources and allow quick responses and enhanced time management. Presently, they are widely utilized for sales forecasting in the banking, retail, and information technology (IT) sectors across various countries.

We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Download Free Sample Brochure: <https://www.imarcgroup.com/sales-force-automation-software-market/requestsampl>

## Sales Force Automation Software Market Trends:

The escalating need for tracking mechanisms and streamlining in the sales processes is among the key factors augmenting the sales force automation software market. Furthermore, the elevating requirement for the automation software that is offering special features, including information sharing among sales personnel, processing of orders, managing client contact information, inventory monitoring, control and reordering, sales projections, and tracking of orders, is also bolstering the global market. Moreover, the expanding adoption of automation software across the globe in comparison to customer relations management (CRM) software is further catalyzing the market growth. Additionally, the growing utilization of advanced solutions by leading players, such as machine learning (ML), artificial intelligence (AI), and cloud technology for offering opportunities, forecasting, and smart recommendations for products or services, is acting as another significant growth-inducing factor. Besides this, the implementation of stringent regulations by government bodies of numerous countries to strengthen the regulatory sales framework is further fueling the market growth. Apart from this, the introduction of updated automation solutions, including two-factor authentication, and other security checks is expected to positively influence the sales force automation software market in the coming years.

## Report Scope of Sales Force Automation Software Market:

Report Features Details

Base Year of the Analysis 2021

Historical Period 2016-2021

Forecast Period 2022-2027

Units US\$ Billion

Segment Coverage Application, Deployment Type, Enterprise Size, Industry Vertical, Region

## Competitive Landscape with Key Players:

Aptean Inc.

Consensus Sales Inc.

Infor Inc. (Koch Industries Inc)

Microsoft Corporation

Oracle Corporation

Pegasystems Inc

com Inc.

SAP SE

SugarCRM Inc

Zoho Technologies Private Limited.

## Breakup by Application:

Lead Management  
Sales Forecasting  
Order and Invoices Management  
Opportunity Management  
Others

Breakup by Deployment Type:

Cloud-based  
On-premises

Breakup by Enterprise Size:

Small and Medium Enterprises  
Large Enterprises

Breakup by Industry Vertical:

BFSI  
[Healthcare](#)  
Retail  
Telecom  
Food and Beverages  
Others

Breakup by Region:

North America (United States, Canada)  
Europe (Germany, France, United Kingdom, Italy, Spain, Others)  
Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)  
Latin America (Brazil, Mexico, Others)  
Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

Ask Analyst for 10% free customized report:

<https://www.imarcgroup.com/request?type=report&id=4218&flag=C>

Note: We are updating our reports, If you want the report with the latest primary and secondary data (2022-2027) including industry trends, market size and Competitive landscape, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

Key highlights of the report:

Market Performance (2016-2021)  
Market Outlook (2022-2027)  
Market Trends  
Market Drivers and Success Factors  
Impact of COVID-19  
Value Chain Analysis  
Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

About Us:

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

IMARC Group  
IMARC Services Private Limited  
+ 16317911145  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/592968656>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.