Sales Performance Management

Tools to improve the performance of individual sellers and sales teams

Q1 2022 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Sales performance management systems focus attention on the progress and process of driving a successful sales organization by increasing the operational efficiencies and effectiveness of individual sellers. These tools consolidate sources of information—both internal and external—into an integrated view of often highly complex sales ecosystems highlighting important insights, intelligence and best practices. Often these tools use artificial intelligence to process data and present it in context for sellers through highly actionable recommendations, specific coaching and training opportunities and . This, along with analysis of seller actions and actual sales performance, forms the basis for prioritizing opportunities and recommending next actions.

Like other tools designed to facilitate the work of sales, sales performance management automates much of the data capture and activity logging for customer relationship management (CRM) systems. Most of these systems provide digital assistants that present contextually relevant account insights and input new actions or updates. This results in dramatically improved forecast accuracy as well as higher conversation rates, shorter sales cycles and increased revenue.

On a management level, sales performance management provides the opportunity to analyze and evaluate individual and team performance, identify and recognize success, improve timing, content, context and details that can go into coaching, establish contextual and personalized seller training based on identified team wide best practices, and deliver visibilit yinto individual and team performance. In many cases, these tools also tackle broader challenges of territory management and commission or compensation management. Tools focused solely on Incentive and Compensation Management (ICM) were not included in this review.

7 SOLUTIONS TO KNOW

Constellation evaluates around **20 solutions** categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. Other considerations include the vendor's CRM integrations, mobile capabilities and ability for sellers to discover prospect or customer insights through data.

- GONG
- INTROHIVE
- ORACLE CX SALES
- SALESDIRECTOR.AI
- SAP SALES CLOUD
- TACT.AI
- XACTLY

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Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**