



New Research In Action Report – Sales Engagement Management: The 15 Top Global Vendors 2020

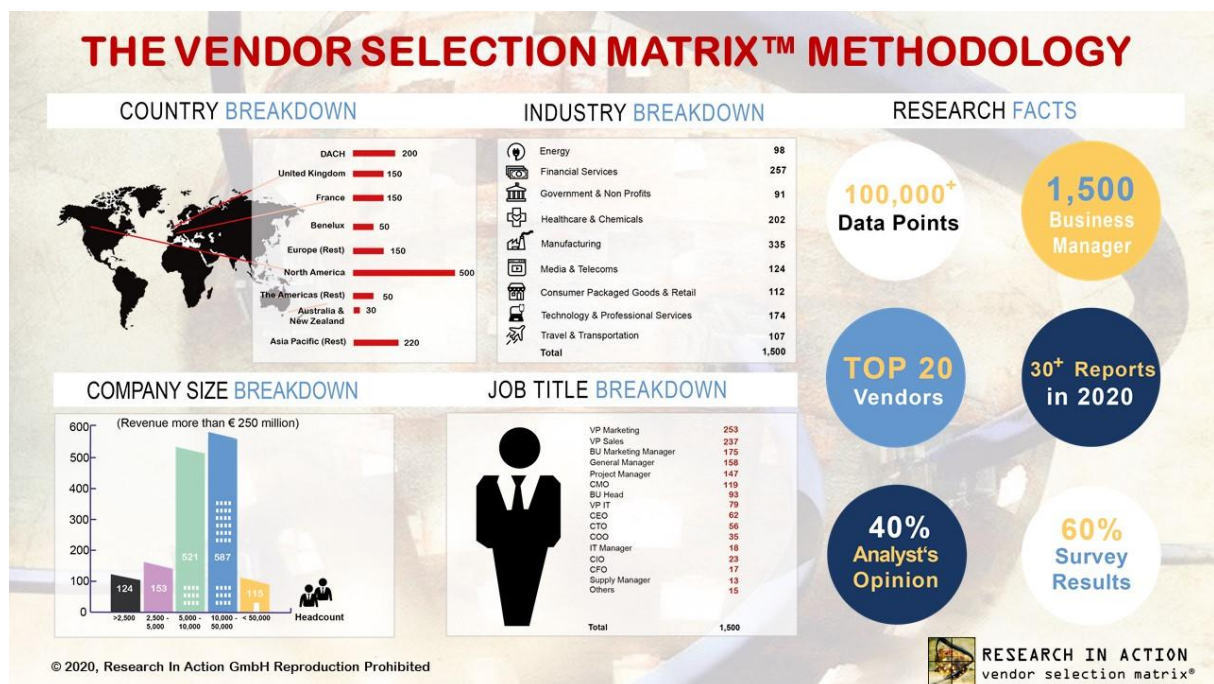
Germany – May 4th 2020: Sales Engagement Management (SEM) automation emerges as a high-priority investment for marketing organizations as the buying process becomes increasingly virtual and digital, a trend accelerated by the current health and economic crisis.

A new Research In Action GmbH global survey of 1,500 business decision-makers discovers that 48% of businesses will be initiating their first investment in SEM software in the next months.

The Vendor Selection Matrix™ is a unique, primarily survey-based methodology for comparative vendor evaluation. A minimum of 60% of the evaluation results are based on a combined telephone and online survey covering 1,500 buyers in enterprises worldwide. The analyst’s opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).

Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/2020/05/VSM-SEM-GL-2020-WWW.pdf>



Peter O’Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- Whether in the field or inside-sales, the modern sales professional must manage and share content in a multitude of forms; communicate with customers via email, phone, messaging, and video; and understand engagement via advanced content analytics. While some sellers



find their own tools to do this, a company-wide SEM platform is preferable for security, compliance and brand-consistency reasons.

- The 2020 health and economic crisis has accelerated the demand for SEM platforms.
- Our report shows that the SEM project winners will be those that support the best seller experience. The survey named the greatest barrier to SEM project being adoption by the sellers. So successful SEM solutions will be those who focus on providing the optimal selling experience through superior integrations, an empathetic user interface, adaptability and device-flexibility.
- We also show that SEM analytics and guidance will become mission-critical. A bad customer experience happens when sellers call on the wrong contacts at a bad time with unhelpful information. Companies will not only expect SEM system to avoid that scenario, they will prefer solutions that proactively generate an optimal experience for both parties.
- **Who came out on top?** The top five vendors rated by the users for SEM in 2020 are:
 1. Seismic
 2. Clearslide
 3. Showpad
 4. Brainshark
 5. Highspot.
- The vendors Accent Technologies, Apparound, Bigtincan, Mediafly, Pitcher, Prolifiq, SalesLoft, SalesSphere, SAP, and Zoomifier complete the list of vendors who were named by the 1,500 business professionals.

Vendor Selection Matrix™ Disclaimer:

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About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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