



YXT's SaleSmart Brings AI Into Sales Execution

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As AI gradually moves from general-purpose tools into enterprise business workflows, the way companies assess the value of enterprise software is also changing. In the past, enterprises focused more on whether a system could support information recording, process management, and training delivery. Today, more companies are asking whether software can truly enter real business scenarios and help organizations improve execution and capability building.

Within YXT's recently advanced intelligent productivity strategy, the sales scenario has become a more concrete entry point for helping enterprises make roles and workflows more intelligent. It is also one of the areas where organizational intelligence can be more readily implemented and where AI can more easily form a closed loop. Compared with some back-office functions, sales is closer to customers, revenue, and frontline execution, making it easier for enterprises to perceive the impact of AI applications on business processes.

Many companies do not lack sales training. Courses can be designed, exams can be completed, and scripts and methodologies can be practiced repeatedly. However, once sales teams enter real customer scenarios, execution may still deviate: customer needs may not be fully identified, key decision-makers may not be recognized, competitive responses may be insufficient, and the experience of top-performing salespeople may still be difficult to replicate across the team.

This is the long-standing gap between sales training and the actual business frontline.

YXT SaleSmart focuses precisely on this gap. As a sales-focused product launched by YXT, SaleSmart ASE, or Agentic Sales Enterprise, provides customers with a path to implement organizational intelligence in sales scenarios. Its direction is not simply to add more course content, but to connect training, coaching, review, and real sales processes.

In the past, enterprises could usually tell whether a salesperson had completed training or passed an exam, but it was difficult to determine whether the training content was actually applied in customer conversations. By using AI to analyze real sales conversations, SaleSmart can be used to observe whether salespeople have completed needs discovery, identified key decision-makers, followed standard sales processes, and responded to customer objections in a timely manner.

This moves sales training from "having learned it" toward "actually using it."

Sales is well suited for AI adoption because every customer conversation contains a large amount of business information. Customer needs, common objections, competitor feedback, sales scripts, follow-up actions, and team execution details were previously scattered across phone calls, WeChat messages, meeting notes, and individual experience. Managers often found it difficult to see the full picture or continuously accumulate this information.

Through SaleSmart, enterprises can systematically organize information generated in daily sales activities. For large sales teams, this means sales management no longer needs to rely only on individual reports and experience-based judgment, but can gain more review-based evidence from real business scenarios.

SaleSmart AI Sales Coach further embeds sales coaching into business workflows. Sales managers cannot accompany every salesperson on every visit, nor can they review every customer conversation in a timely manner. AI Sales Coach can generate review suggestions, improvement directions, and next-step action prompts based on real conversations, and use AI role-play training to help salespeople strengthen weaker areas.

In this way, sales capability building is no longer limited to centralized training sessions, but can continue alongside customer interactions. After a customer conversation, the system provides a review; after issues are identified, it offers improvement references; when reinforcement is needed, role-play training can be used for practice. For new salespeople, this can help them better understand standard sales actions. For experienced salespeople, it can serve as a reference for improving communication methods. For managers, it provides additional input for team management.

In the past, many companies relied heavily on a small number of top sales performers, but the biggest challenge was that their capabilities were difficult to replicate. By continuously analyzing sales conversations, SaleSmart helps enterprises identify more effective scripts, strategies, and behavioral patterns, and further convert them into role-play content, microlearning content, and standardized sales methods. This can help reduce the extent to which sales experience remains only at the individual level. In the past, strong sales experience belonged mainly to individuals. Now, AI is helping convert effective sales logic into enterprise knowledge assets, AI-callable capabilities, and organization-level training systems.

From an industry perspective, AI is pushing enterprise software from the "tool layer" further into the "execution layer." For YXT,

SaleSmart is not only an extension of its sales training product form, but also reflects the company's direction of bringing its enterprise learning, knowledge management, and employee capability-building experience into real business workflows. Compared with course management alone, the sales scenario is closer to customers, revenue, and frontline execution, making product value easier to connect with business processes.

From enterprise learning to the sales frontline, SaleSmart represents a more concrete product path: training no longer remains only in classrooms or system backends, but further enters real workflows such as customer communication, sales review, team coaching, and experience accumulation.

Recently, SaleSmart has been adopted by customers across multiple industries, including manufacturing, home improvement, high technology, and healthcare. A leading home improvement company reported an increase of more than 20% in store visit rates after launching the SaleSmart system, along with improved sales management efficiency. A well-known healthcare institution used SaleSmart to systematically optimize its consultation process and customer communication, and reported a 50% year-over-year increase in single-store revenue in the month following system launch. As product capabilities continue to evolve and customer scenarios deepen, AI-driven sales organization development is becoming a new path for enterprises to improve sales efficiency and organizational capabilities.

About YXT.com

YXT.com (NASDAQ: YXT) is a technology company focusing on enterprise productivity solutions. With a mission to "Empower people and organization development through technology," the Company strives to become the supreme provider in building and boosting enterprise productivity by combining over a decade of experience in tech-enabled talent learning and development and with AI-augmented task copilots and unleashing the power of knowledge and synergy. Since its inception, YXT.com has supported and received recognition from numerous Global and China Fortune 500 companies.