



## YXT SaleSmart Advances Sales Intelligence System for Fresh Food Leader

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A leading fresh food supply chain company with operations across nine provinces and a network of hundreds of thousands of retail stores has entered into a partnership with YXT.com Group Holding Limited ( \$YXT.COM GROUP HOLDING LIMITED(YXT)\$ ). Through YXT SaleSmart, the company will upgrade its sales execution system with AI-powered capabilities, helping shift sales management from individual experience-driven practices to a more structured, repeatable and continuously improving organizational capability.

As generative AI moves deeper into enterprise operations, sales is becoming one of the most practical entry points for AI adoption. Sales teams sit closest to customers and revenue, generating large volumes of customer interactions, market feedback and deal experience every day. Yet in many organizations, much of this knowledge remains scattered across individual salespeople and is difficult to capture, replicate or improve at scale. For a large sales organization with more than 1,300 business development staff, key challenges include ensuring that headquarters' strategies are executed consistently on the front line, that best practices can be quickly replicated, and that market feedback can flow back to management in a timely way.

### Rebuilding Sales Execution Around Four Core Scenarios

Based on the customer's business needs, YXT SaleSmart will support four core sales scenarios: first-order customer acquisition, package sales, key account management and customer recovery. In new customer development, sales teams can conduct needs discovery and follow-up based on standardized customer profiles. In package sales, strategies developed by top-performing salespeople can be converted into reusable playbooks. In key account management, the system can use business data to identify key moments and provide practical recommendations. In customer recovery, the company can detect risk signals earlier and replicate effective recovery practices across more frontline teams.

Unlike traditional CRM systems, which tend to focus on recording outcomes, YXT SaleSmart places greater emphasis on the sales process itself. By continuously capturing, analyzing and feeding back on sales behaviors, customer interactions and business milestones, the system helps enterprises identify which actions truly drive conversion, which experiences are worth preserving, and which processes can be further optimized.

### Turning Individual Sales Experience Into Organizational Capability

Many enterprises have large sales teams, but sales capability often remains highly dependent on individual experience. The communication methods, customer management strategies and key sales actions of top performers often stay in individuals' minds. When employees leave, that knowledge can be lost; when new hires join, they often need a long period of trial and error.

With YXT SaleSmart, enterprises can capture the communication methods, customer management strategies and key actions of high-performing salespeople as organizational knowledge assets. These assets can then be converted into AI coaching, AI role-play, standardized sales actions and team coaching systems. Sales capability no longer depends solely on individuals; it can be continuously identified, refined, trained and replicated.

Following implementation, the company achieved unified management across its four core business scenarios. Key action execution increased by 90%, customer feedback collection reached 100%, customer touchpoint efficiency improved by 30%, and high-performing sales experience was digitally captured. Through this process, sales management has moved beyond outcome recording and toward process optimization.

### YXT SaleSmart Advances Sales Intelligence

In the AI era, enterprise software is moving beyond information recording and process management toward business execution and organizational capability building. In the past, software mainly helped companies record customers, workflows and results. Today, AI is enabling software to participate more directly in business processes, helping enterprises analyze key actions, optimize execution workflows and turn frontline experience into reusable organizational capability.

YXT SaleSmart is an important part of YXT's intelligent productivity strategy, with a focus on sales intelligence. Through sales process analysis, AI coaching, customer management and knowledge capture, YXT SaleSmart helps enterprises turn sales experience from individual know-how into organizational assets, improving sales execution quality and team collaboration.

Going forward, YXT will continue to expand the application of YXT SaleSmart across more sales organizations, helping enterprises capture best practices, improve sales execution quality and build intelligent productivity systems for the AI era.

## **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.