



From Sales Experience to Organizational Capability: How AI Helps Build Intelligent Sales Organizations

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Recently, a manufacturing company specializing in forklift equipment and intelligent logistics solutions partnered with YXT.com Group Holding Limited (\$YXT.COM GROUP HOLDING LIMITED(YXT)\$) to enhance its sales organization through YXT SaleSmart, an AI-native sales intelligence platform. The company is leveraging the platform to optimize sales processes, capture sales knowledge, and strengthen coaching capabilities across its sales teams.

In equipment manufacturing and industrial sales, winning a deal often requires multiple stages, including customer engagement, needs analysis, solution development, and commercial negotiation. With longer sales cycles and more complex decision-making processes, sales teams need not only product expertise but also strong customer understanding and project execution capabilities. As businesses scale, one of the key challenges is how to capture the experience of top performers and make it repeatable across the entire organization.

As the sales team expanded, the company found that critical knowledge, including customer insights, opportunity management strategies, and project execution experience, remained largely concentrated among individual sales representatives. New employees often depended on informal mentorship, while managers had limited visibility into the progress and challenges of complex opportunities. The company needed more than a traditional sales management system; it needed an organizational capability platform that could capture experience, replicate best practices, and support sustainable growth.

From Sales Processes to Sales Knowledge Systems

With YXT SaleSmart, the company began standardizing sales stages, key actions, and process data, while analyzing successful sales approaches, communication strategies, and customer engagement practices to build a structured sales knowledge system.

Based on real business scenarios, the sales process was divided into four key stages: appointment setting, customer needs discovery, solution alignment, and deal closing. Each stage was supported by clear objectives, standardized actions, and tracking mechanisms, helping sales management move from experience-based decision-making toward a more structured, measurable, and repeatable operating model.

Sales conversations, customer engagement strategies, needs analysis methods, and project management practices from high-performing sales representatives are continuously captured and transformed into organizational knowledge assets. Experience that once relied on a small number of top performers can now be shared, learned from, and continuously improved across the entire sales organization.

AI Enables Continuous Improvement of Sales Organizations

Following implementation, the company further integrated knowledge into daily sales execution. By continuously capturing customer needs, project progress, solution approaches, and best practices, managers can gain deeper insights into sales activities and provide targeted coaching at critical stages, shifting sales management from post-event review to ongoing performance improvement.

New sales representatives can also access accumulated organizational knowledge more efficiently, helping them better understand customer scenarios and master critical sales practices faster. To date, the company has identified and standardized 18 key sales actions, enabling more transparent opportunity tracking, capability assessment, and best-practice replication.

In the AI Era, Sales Organizations Matter More Than Sales Tools

As generative AI becomes increasingly embedded in enterprise workflows, the value of sales digitalization is moving beyond process automation. The next stage is building organizations that can continuously capture knowledge, replicate experience, and enable AI-driven business execution.

When product knowledge, industry expertise, sales methodologies, and customer insights are transformed into a continuously evolving knowledge system, AI can play a greater role in customer analysis, solution recommendations, project management, and sales coaching, helping sales organizations continuously learn and improve.

This represents an important direction of YXT's intelligent productivity strategy. Focusing on the sales scenario, the company helps enterprises codify business processes, industry knowledge, and best practices through YXT SaleSmart, and further empowers AI

agents to participate in sales execution.

For manufacturing companies, future sales competitiveness will depend not only on having outstanding sales professionals, but also on the ability to build intelligent systems that continuously replicate successful experiences, accelerate talent development, and improve organizational efficiency. For YXT, these implementations demonstrate the practical value of YXT SaleSmart in complex enterprise sales environments and its potential to support broader adoption across sales organizations."

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.