



## ARTIFICIAL INTELLIGENCE

### SALES PERFORMANCE OPTIMIZATION

In managing the sales team, intuition and experience are extremely important. However, to improve the efficiency of sales people, you can also involve the data that you have on board. Dealer's experience, region, number of activities performed, historical sales data and many other factors make up a model that helps to understand how much every of these parameters affects the sales value of a given dealer. By creating relevant reports, analyzes and models, we have helped the Internet company increase sales at a rate of 30-60% per annum for several years.

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#### United States

##### CFT Inc.

1556 S. Michigan Avenue Unit  
3A

Chicago, Illinois 60605

**Phone:** +1.312.588.0006

**Phone:** +1.312.420.1016

[info@cft-inc.net](mailto:info@cft-inc.net)

#### United States

##### CFT Inc.

6820 Lyons Technologies Cir  
Coconut Creek, Florida 33073

**Phone:** +1.312.588.0006

**Phone:** +1.312.420.1016

[info@cft-inc.net](mailto:info@cft-inc.net)

#### Europe - Poland

##### CFT Polska

ul. Ryżowa 49

02-495 Warszawa

**Phone:** +48 22 379 75 00

[europeinfo@cft-europe.pl](mailto:europeinfo@cft-europe.pl)

#### Europe - Poland

##### CFT Polska

Ul. Myśliwska 14

15-569 Białystok

**Phone:** +48 22 379 75 00