

# **Building sales management software for New Technology Investment and Trading Company Limited**

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**Abstract:** In business practice, effective sales management plays a crucial role in optimizing operations and increasing profits. This topic focuses on developing a sales management software for New Technology Investment and Trading Company Limited with the aim of improving the current sales process, enhancing productivity and service quality. Through a combination of theoretical research and empirical study, this topic not only proposes technical solutions to optimize the sales management system but also analyzes related challenges and opportunities. The expected outcome is an efficient, flexible, and user-friendly software system that contributes to the company's sustainable development.

**Keywords:** Sales management software, New technology, sales system