# Dreamforce: How to Fuel Sales Growth in the Age of AI

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## Speakers:

Speaker A - 16.66%

Speaker B - 9.6%

Speaker C - 18.12%

Speaker D - 6.47%

Speaker E - 8.65%

Speaker F - 18.0%

Speaker G - 6.83%

Speaker H - 3.93%

Speaker I - 2.91%

Speaker J - 8.83%

# Notes:

- Steve Fernyhoe: Agents will reinvent the way we sell at Accenture. Tiffany Jones: Consolidation. Marisa Lopez: Productivity. Vicki Nisbett: Growth from pipeline to paycheck. Let's dive into the biggest innovations for sales cloud.

- Vicki, I have one last question for you. How do I teach an agent to understand my product and customer so it can really help? As it evolves, it's learning constantly. It's been growing exponentially, the speed at which it's evolving. I have no idea where it's going to take us.

-  AI is an extension of the person. Salesforce's number one value is trust. Now we're going to learn how to set up sales cloud in just five minutes.

- Use AI to auto qualify leads and coach reps to sell smarter. Use pipeline data to create more accurate forecasts. Here you can discover the most important use cases of generative AI for sales. You're intrigued and you want to keep exploring more features before activating.

- Einstein conversation insights automatically analyzes and provides feedback on sales calls. It uses AI to understand your contact's role in the buying process. Now it's time to configure this feature for your sales team.

- Check out our AI demo library and discover the seven key use cases. Simply scan the QR code on the screen. Head to the link down below at sforce Co. Salescloudai use Cases.

## Speaker A                                                    00:00:00

Let's dive into the biggest innovations for sales cloud, like agent force for sales that can help you drive growth from pipeline to paycheck. I'm joined by some sales pros who plan to put these innovations to use. Please welcome Steve Fernyhoe, chief strategic accounts and global sales officer, Accenture. Tiffany Jones, VP of sales strategy at Hackerone, Marisa Lopez, account executive at Agile Cloud, Agile Cloud consulting, and Vicki Nisbett, senior area vice president of sales at Salesforce in the UK. Now, welcome everyone. If you could each sum, uh, up the keynote in one word or one takeaway, what would that be? Steve?

## Speaker B                                                    00:00:41

Reinvention. I uh, think, um, agents will reinvent the way we sell at Accenture.

## Speaker A                                                    00:00:47

Okay, Vicky, what about you?

## Speaker C                                                    00:00:48

It's all about the agents. Absolutely, yeah.

Marisa?

**Speaker D**                                                                    00:00:52

Productivity.

**Speaker A**                                                                    00:00:53

Productivity. Ah, Tiffany?

**Speaker E**                                                                    00:00:55

Consolidation.

**Speaker A**                                                                    00:00:56

Consolidation. All right. Well, Vicki, you said agents. Let's start with the big announcement. Agent for sales development rep. Now this can speed up prospecting by automatically qualifying leads and then passing them on to sales reps in the CRM. What would a prospecting agent mean for your sales team? Vicki?

**Speaker C**                                                                    00:01:15

I think it's really going to transform the way that we interact with our customers initially. So the idea that it's so exciting that the agent force SDR can pick um, up the first contact that the customer makes to us, ask intelligent, personalized questions, go back and forth, really try and streamline the process, but also warm up the lead to be able to pass it onto the um, seller. And I think where it gets really exciting is how that agent, that uh, SDR agent force can learn, so we can upload all our enablement, all our product information. The SDR can learn that um, become an expert in the field that we want them to, but also, I guess, then start interacting and thinking for itself and really driving different um, interactions. So if for example, your customer comes onto the website and it download a, ah, white paper, you don't need any human involvement. The agent force SDR will pick up that interaction, will email, start a conversation. That conversation can then go back and forth asking intelligent questions, not just, you know, who are you, but really understanding what the customer needs to take it from a cold lead interaction into something really warm and a prospect. Then even better, I suppose, for the seller that passes on this warm lead to the seller. All the CRM data is there in the app, all the admins taken out, which I know my team absolutely will love. The fact they don't have to do any admin and they can even take it one step further and book a uh, meeting because it's on one platform, the seller's information is there as well. The agent for SDR can take it, uh, and literally deliver a meeting for them with the customer, which just changes the way we work completely.

Amazing. So it's like your own personal concierge, sort of removing roadblocks, getting things set up, getting it warmed up, and anticipating your needs before you even let them know what they are.

## Speaker F                                                    00:03:08

It's incredible.

## Speaker C                                                    00:03:09

Yeah, absolutely. And I think for our customers, the intelligence that it offers means that they're more likely to stay engaged moving forward. And then you think about and um, take it even further and how that's going to transform. And we can start segmenting different parts of our marketplace, different types of customers that approach us. So if, for example, you have a large sales force and you wanted to segment off, um, contact that was maybe less than $10,000, then the agent force can actually deal with all of those, freeing up the seller's time to do the more complex the white glove service that you actually want. It really does change the game for us, but also it means that when our sellers are interacting on a sales campaign further down the track, we still have the sales motion and the cadence running in the background that's generating and warming up leads. So there's a constant flow and we never really miss out on that opportunity.

## Speaker A                                                    00:03:58

That's groundbreaking. I mean, this is what the next level looks like. AI acting like an assistant and doing the legwork so reps have more time to sell. So let's talk about what reps really need to close in today's environment. In this year's state of sales report, launched just a few months ago, we interviewed 5500 sales pros and found that 83% of sales teams with AI saw revenue growth this year, versus 66% of those without AI and sales. Now, teams with AI were 26% more likely to have seen revenue growth this year. We also found that the number one tactic for growth is sales enablement. Sales pros are focused on training, coaching and technology to help reps hit their targets. And by the way, you can download the state of sales report for yourself. Just take out your device, scan the QR code on screen, or you can get it at s Force Co. State of sales now Steve, what do rising customer expectations look like for you?

## Speaker B                                                    00:04:58

Yeah, we have to stay laser focused on our clients needs. Um, our clients are dealing with multiple economic challenges as well as um, the advances in technology. And we as a large company, we can leverage our technology scale, our innovation, our uh, ecosystem relationships to help our clients think through what they really need to do. Um, but Genei is really a catalyst, and, um, Jenny I has created the opportunity for our clients to really think about how they can go about their business differently, to reinvent the way they

work, and to think about how do they change their digital core to give them the data to enable them to get the best out. Ah, of Genai. That means that we, as a sales organization needs to be forward thinking around how we attack our clients problems, how we help to meet them, how we train our people, and how we use technology to make sure we solve our clients issues.

**Speaker G**                                                           **00:05:50**

Yeah.

**Speaker A**                                                           **00:05:50**

So let's talk about one of the other big announcements here. The sales agent for sales coach. Now, this lets reps role play tough conversations. It offers feedback. They can practice negotiation. Now, given your commitment to training and the investment you put in your people, I'd love to hear how a coaching agent could help in your business.

**Speaker B**                                                           **00:06:09**

Yeah, I think it's really interesting. We spend, um, millions of man hours every year training our, uh, people, and m many of our best sales leaders spend time training our teams. And I personally enjoy coaching teams and helping them get to the next step. But we can imagine a world where the sales coach, for example, can help our, uh, teams prepare for their oral conversations, making sure that they're ready and primed for what they need to do. And that can help both our professional orals coaches, as well as help us get to the people that we can't reach, because there's only a limited amount of people that can do that human based coaching. And so to get, uh, an agent to do some form of coaching on sales is fantastic. We also think that the basics of opportunity management and strategic deal review can be helped with a sales coach. So, thinking about your deal strategy, how you can make sure you get your data accurate, make sure you're answering the right question, are all things that we believe a sales coach, uh, as an agent, can help us with.

**Speaker A**                                                           **00:07:03**

Yeah, sounds super promising. Now, Marisa, your top takeaway was productivity. So what innovation can you see really help productivity?

**Speaker D**                                                           **00:07:12**

I love how AI helps me to be more productive, Dan. I actually work exclusively with nonprofit organizations that are all mission based. And so the organizations that I'm working with are providing social services, mental health services, meals to those in need, helping to mitigate climate change, doing really important change management work. And I need to be very laser focused on being productive. So using tools such as, um, AI to

do research about these mission based organizations ahead of time for me, so I can jump into a conversation and really understand the change that they're making in the world. AI helps me to take notes when I'm on calls with these individuals so I can really focus on that relationship and understanding what their needs are and the challenges they're facing because their ROI is very nuanced when we're focused on change and mission. And so I'm able to use these various tools, I'm able to say hey Einstein, create me a uh, closed plan so we can see what the path forward is and I can focus on that relationship, be more productive and show up as a human that I am with these individuals trying to serve other humans.

### Speaker A                                                    00:08:34

I love that. Really using the tools to strengthen those customer relationships. Absolutely, I love that. Now Tiffany, there's, you'd mentioned consolidating tech and we found that in our research that is a main concern for so many businesses out there. Over half the leaders in the state of sales report say they're consolidating their tech stacks for AI, getting their data in order. Why is it so important?

### Speaker E                                                    00:08:56

I mean, exactly what you just said. Good AI needs a good foundation to run on and that's all data centric. It needs the context of what your business is doing so that it can actually help your sellers and not be a distraction to what they need to go get done. And for us, all of that context already lives on the Salesforce platform. So it makes sense for us to continue to consolidate on the Salesforce platform and the Salesforce ecosystem to take advantage of the world class AI that is Einstein. The other big piece for us, I'm in cybersecurity is the security of our data and we trust the Salesforce platform with our data to make sure that we're building AI on those trusted layers that uh, they went over in the keynote.

### Speaker A                                                    00:09:36

Yeah, I love that you brought up the Salesforce platform because it really is the foundation for all the sales apps and sales cloud and getting yourself really set up to take advantage of AI, especially with Salesforce foundations being announced and so many people having access to these tools. Now, how does tech consolidation make it easier for your team to sell?

### Speaker E                                                    00:09:54

We want to meet our sellers, where they're at, when they're doing their role or their job. And so for us that means taking something like forecasting and consolidating it into the salesforce platform so that it's not just a review activity but an action based activity. They can see that prediction of score and move right into the transaction side of the salesforce

system to understand what steps they need to take to impact their forecast, not just digest it or make that call to their leader, but truly make a difference in how their quarter is going to turn out. And so leveraging that AI in a consolidated way ensures that our sellers are working in the most efficient way possible with the best context and AI support they can.

## Speaker A                                                           00:10:35

Yeah, well thank you for that. Now it's clear how simplifying your tech stack will help you get the most out of AI, including agent force. We're going to pivot now and get some innovation questions from the sales blazer community on, um, Slack. Now for those who don't know, we're well on our way to building the largest and most successful community of sales pros. We've got networking opportunities, resources, events, you name it, and we want you to come join the movement. So if you aren't already a member of our sales blazer community in slack, take out your device and scan the QR code. Or you can join athlete salesforce.com joinsalesblazer and now we're actually going to have some questions from the community on all of these incredible innovations. Now first up, uh, Vicki. Everyone's talking about what makes Salesforce different. What does make Salesforce different?

## Speaker C                                                           00:11:29

Well, because we're fabulous, clearly.

## Speaker A                                                           00:11:31

Absolutely.

## Speaker C                                                           00:11:32

Um, but I think it's the way in which we do AI makes a big difference. And uh, for me, um, it's really three things. One, most definitely the sort of the role of where the agent plays and the fact that it's an in process AI, um, uh, interaction. So as a seller I don't have to look for my AI, I don't have to leave my job role. Uh, Tiffany was saying it earlier, it's very much pushed at me. So I know what I can use, when I can use and I'm interacting and acting with the customer at the right time first and foremost. That's really, really important. I think also the fact that trust layer, I think the knowledge that it holds, the bringing of data, the single platform means that I can trust that data when it comes to me. I don't have to think twice about whether it's accurate or not. I absolutely know from the model that Salesforce has that the data that I'm then sharing with my customer is right and accurate. And then the fact that it's um, on the platform. We've mentioned foundation, we've heard a lot uh, during Dreamforce around uh, data cloud and how we bring all our data together both from within the CRM platform, but also external data. And it means that our whole interaction is far more balanced and our customer experience as a result is the very best it can be. And I know that when my team are happier, they are better than better

interactions. It makes a whole thing like a 360 experience for our customers, um, makes a difference.

### Speaker A                                                                00:12:57

Absolutely. Now this, this is a question from the community for everyone. Where do you see AI making the biggest impact in the next five years?

### Speaker B                                                                00:13:05

Well, I think the pace of change is amazing and I think that AI has been used a lot for productivity. It's also been, um, used a little bit for cost savings. I think the really big impact coming forward is going to be in the front office, going to be in sales and I think Salesforce offers the platform and the opportunity to do that. Um, from my point of view, I believe that we have a position now where a solid salesforce platform allows us to take advantage of that AI and we can use that AI, looking forward to help drive our customers and our customer needs. In fact, we might even think if we look back, say five years from now, what we were doing without AI and without the agents, without that sort of work, we'll be wondering what's going on. So it's the start of a really exciting journey which we're really looking forward to get on.

### Speaker A                                                                00:13:48

Yeah, we'll bring you back on the broadcast in five minutes to look back. Anybody else?

### Speaker E                                                                00:13:53

Yeah. I think for my perspective, in the next five years we're going to be able to use AI to understand which of our sellers are more skilled and which need more coaching based on how they use AI. So the ones that are really advanced, they're going to be using AI as an extension of themselves, just like the agent is design. And then the ones that need more coaching will be trying to replicate themselves. Can this person do two x this agent do two x of what they're doing and trying to leverage them to do higher value activities. And I think where we want to see AI going is really that extension, taking on some of those tasks that they don't need to be front and center for, just like the demo showed us.

### Speaker A                                                                00:14:28

Interesting. Marisa?

### Speaker D                                                                00:14:29

Yeah, happy to chime in. So as I mentioned before, I believe that AI will actually allow us to be more human and focus on the interactions and the relationships that we can only build person to person. So that is understanding, like I said, understanding the person that

we're talking to, what their challenges are, what their pains are thinking through. How can the technology help them? Because AI is taking on other tasks, it's taking on research for us, it's taking on analysis for us of discussions that are had, it is taking on making plans for us, for the future. However, um, we are then able to focus more on being present, being available, interacting, um, exchanging thoughts and ideas. And so I see it as being an opportunity for us to be more human and focus more on, again, making those changes that we want in the world.

### Speaker A                                                         00:15:25

I love that. That makes me feel really hopeful about the future.

### Speaker D                                                         00:15:28

I feel optimistic.

### Speaker A                                                         00:15:29

Exactly. Vicki, I have one last question for you. How do I teach an agent to understand my product and customer so it can really help?

### Speaker C                                                         00:15:37

I think this is the great thing about it, because as it evolves, it's learning constantly. So as I said earlier, the fact that you can actually, um, upload all the information, whether it be enablement, product information, pricing information, which will really help build a context for the agent to be able to answer the questions, that's one thing you're starting off from the beginning with all of this information, um, uh, at your fingertips, but also the fact that more we use it, the more it learns, and it will understand my reaction, my team's reaction, my customers reaction, and responses to almost every piece of information you throw at it. It's just using it and building it to learn and learn and learn. And I think it ties into really, where we see this in five years, um, even, I don't know, maybe a year, a year and a half ago, we would never have really envisioned where we are today.

### Speaker A                                                         00:16:24

It's been growing exponentially, the speed at which it's evolving. Right.

### Speaker C                                                         00:16:28

It's unbelievable. It really is. And so with that speed, I'm sort of excited by, I don't know what it's going to do. I do believe it will make us more human and make the humans more effective by freeing up our time to be more productive. But I actually, I'm excited to see where it will go. I have no idea where it's going to take us, but I just know it's going to be good, exciting.

I love that. Any final thoughts of things you find most exciting here at Dreamforce?

## Speaker E                                                     00:16:55

You know, I think with everything that we talked about with AI, one of the things that, like, gets glossed over is the first principle around identifying that it's an AI and all of the interaction that's happening. And I think to everything we've been saying, it's an extension of the person. And so having that as part of the principle is a really big benefit for me and how Salesforce is rolling it out. Yeah.

## Speaker A                                                     00:17:15

And Salesforce's number one value is trust. And so I had that question as well. And Carolyn helped clear that up for me. She's like, you'll always know if you're talking to AI. We will be completely transparent about it, I think is reassuring to a lot of people. So thank you so much, Vicki, Marisa, uh, Tiffany and Steve for joining us today. And thank you all of you sales blazers out there. Now we're going to learn how to set up sales cloud in just five minutes.

## Speaker F                                                     00:17:44

Ready to learn about how sales cloud AI innovations like agent force for sales can come together to help you drive growth from pipeline to paycheck. Now I'm here to show you you can get started fast with sales cloud go, we've built a new setup experience that makes it easier than ever to discover the features you already have. Turn them on with a click and put them in the hands of your sales team. It doesn't take five days or 5 hours, just five minutes. Can I get a countdown clock? Okay, with five minutes on the clock, it's time to turn sales cloud innovation on log into sales cloud. Click on the gear icon and select the new sales setup option to drop into sales cloud go. You'll see a collection of feature sets which are groups of sales cloud features tied to your business goals. For example, using AI to auto qualify leads and coach reps to sell smarter and opening up pipeline data to create more accurate forecasts. Lets take a closer look at one of these boost seller productivity with AI. Simply click on the card to get started. Youll m see a list of features plus resources to help you learn more about them. Lets explore the resources first. To learn more, click on the salesblazer article at the top. Here you can discover the most important use cases of generative AI for sales written by a fellow sales pro. You're intrigued and you want to keep exploring more features before activating. Let's go back to the boost seller productivity with AI page and take a look at some other features. One feature that pops out at you is Einstein conversation insights which automatically analyzes and provides feedback on sales calls. Click on the guided tour to see how it works. Here you can see ECI in action. From transcribing sales conversations to providing personalized close plans for any deal, lets say you want to share this tour with the rest of your team so they can learn about the potential of ECI. Simply click on copy details to quickly send out information and

links in slack or email. Return to the set of features to see what else is available. Let's zero in on automatic contact enhancements. It uses AI to understand your contact's role in the buying process. Based on email interactions, for example, it can tell you the buyer's level of influence, seniority and department. This helps you target the right decision makers in your deals. You're sold. To activate this feature, simply check the box and a helpful window appears saying that you'll also have to turn on generative AI because these features pair together. Sounds great. Click turn on at the top, accept terms and conditions, and Bam. In seconds you've got the features turned on. Cue the confetti. Now it's time to configure this feature for your sales team. You don't have to dig around in Google and set up to figure out how. With your features activated, you scroll down to get instructions on how to configure the feature. Following the instructions, add uh, three fields to the contact record layout in sales, buyer attributes, department, group and seniority level. This makes it possible to enhance contacts with new AI insights. It m only takes a moment. Go to contacts, select a record.

## Speaker D                                                    00:21:37

Edit.

## Speaker F                                                    00:21:37

The page layout and add your fields. Click M save and you're done. Just like that? Was it really that easy? There's only one way to find out. You go to a contact and see the transformation sales cloud. Einstein has already analyzed this contact and populated the three new fields. Its like putting on 3d glasses when you look at your contacts, giving you so much more information about whos who in a deal. Youve just delivered this innovation to your sales reps and we still have plenty of time left. So lets take the remaining time to look at another exciting benefit of sales cloud. Go. It doesnt just help you discover and activate features, it also helps you scale these features across your team by making it fast and easy to buy new products and licenses. So if you're ready to scale all this AI goodness, go back to the generative AI page. Scroll down to explore more features, then click shop all products. You're taken to your account where you can see the products you own and the option to purchase new licenses. Simply increase the license count and click add to cart. Bam. All of that in under five minutes. It's never been easier or faster to roll out new innovations and max out value with sales cloud. New features hand delivered to your team in less time than it takes to fry an egg, assuming you like your eggs over medium like I do. Now, if you want to learn how other sales pros deliver sales cloud innovation to their teams, head over to the sales Blazer community on Slack where you can network and get tips on how to do more with sales cloud, take out your device and scan the QR code on screen to join the conversation. Right now, the link is sforce.com. j O I n s a l e s b l a Z E r. Thanks for tuning in.

## Speaker G                                                    00:24:06

I'm Jenna Hanchard, product UX marketing lead. And I'm joined here in the campground here at, uh, Dreamforce. It is buzzing. We have our sales blazers here with us. Uh, with.

**Speaker A**                                                            **00:24:16**

Yes.

**Speaker G**                                                            **00:24:17**

You're excited. You got your shirts on. I love it. Uh, thank you so much for joining us. We're going to be talking some real talk. We're talking about AI, we're talking about agent force, uh, productivity, community, the works. We're going to start with you, David. So you run Salesforce center of excellence for assurance? That's right, yes. Awesome. And so managing the platform for your business, constantly looking for ways to improve it. So tell us how you're leading the charge to get AI tools into the hands of your team.

**Speaker H**                                                            **00:24:44**

Well, Jenna, we're being very intentional about our AI journey and we're doing it right from the start. And this is how, uh, first we created an AI committee that meets regularly with our compliance and risk departments to ensure that we're protecting customers data as we prepare to roll out AI. And because of this, bringing them collaboration upfront, we know that when we start rolling out these AI tools in our sales cloud that we have their support from. Since we brought them in from the beginning, all of this is going to make it very easy for us to roll out agent force. And I'm extremely excited about it, especially the new agent sales coach. And this tool is going to be where you can use an AI agent that's going to guide a sales rep rep through role playing, uh, practicing sales conversations and then preparing them for that real life customer. Right now, they just kind of practice with themselves. And it's going to be huge to have an objective opinion from AI. And especially we're hoping that it helps them with objective handling. So when the conversation goes south, like sometimes it does, that they know how to rebound and turn it positive again. So I'm really excited about unleashing agent with my team.

**Speaker A**                                                            **00:25:57**

Awesome.

**Speaker G**                                                            **00:25:57**

Uh, thank you so much for sharing that with Tristan. We'll turn to you. What are you most excited about here at Dreamforce?

**Speaker F**                                                            **00:26:03**

Well, I know this might sound corny, but as a lot of salespeople know, uh-huh. I have two

tristans inside of me. I have manual task Clark Kent, and then I have super sales blazer Tristan.

**Speaker G**                                                                    00:26:15

Okay, take off those glasses. We love it.

**Speaker F**                                                                    00:26:18

All sales pros know this, about 70% of our time spent on non selling tasks when we could be focusing on other things, such as saving the world or at least saving revenue.

**Speaker G**                                                                    00:26:29

Yeah.

**Speaker F**                                                                    00:26:30

So I'm really excited about Dreamforce to learn about tech stack consolidation, how I can limit manual tasks and focus more on doing the things that matter m so that I never have to hang up my cape.

**Speaker G**                                                                    00:26:43

All right, Superman. We love it. All right, so, Gabby, we're going to get over to you. So not only do you run sales enablement for a global technology company, you're also a coach, is that right?

**Speaker I**                                                                    00:26:54

That's right.

**Speaker G**                                                                    00:26:55

Which is super exciting. You want to give us one productivity tip that you have?

**Speaker I**                                                                    00:26:59

Yeah. Well, first of all, I think we need to fix coaching. So I hear from sellers all the time how meetings get canceled. Um, it's not prioritized. And when they do have them, there's too much to cover and, um, too much to digest. So I think this is where AI can really help. For example, sales coaching, where you, or, you know, call coaching, where you can, it can guide reps to specific moments in, in the call where they can learn how to do things differently or how they can improve without needing a sales manager to listen in or get involved. Um, so I think that absolutely.

Okay. Thank you so much, Gabby. All right, so you've heard about AI, you've heard about age enforce, you've heard about productivity, but have you heard about sales Blazer? So what I want you to do right now is take out your devices, scan the QR code on your screen, or go to salesforce.com backslash joinsalesBlazer and join the sales blazer community in slack. So it's a place to network, find resources, go to virtual events, and cheer each other on. So, Gabby, I want to go back to you. You have a story to share about the power of the sales blazer community in your life.

### Speaker A                                           00:28:09

That's right.

### Speaker I                                           00:28:09

The power of the community is that you never know where these connections will lead. For example, my current role was through, uh, a connection that I cultivated and have grown into a friendship. So.

### Speaker G                                           00:28:21

Wow. So you got a friend out of it.

### Speaker I                                           00:28:23

Got a friend out of it. We're going hiking in the mirror woods on Friday.

### Speaker G                                           00:28:26

Okay. Get your hiking boots on. Thank you so much. All right, thank you, Gabby. And that's an incredible example of really why it's so important to us. So, uh, to all the sales blazers out there, we want to say thank you and to keep watching and discover the top innovations for Dreamforce 2024. Thank you.

### Speaker J                                           00:28:49

Hello from Dreamforce I'm Saxton Randall Sims, here to share three steps you can take right now to get started with AI and sales cloud. Think of it as your post Dreamforce to do list. Let's get into it. Number one, eliminate manual data entry. This is a great way to get started with AI. Just think of all the sales data you create as you prospect, nurture and close. Logging this data is time consuming and carries the risk of human error. Ask Einstein activity capture to log this data for you and update the CRM on your behalf. How? As you send emails with sales cloud, Einstein automatically creates new contacts from your email and calendar. This doesn't just save you time, but it also creates a more accurate and complete dataset in your CRM. That's important because better data means smarter AI, more accurate predictions, more personalized content, and lastly, more valuable insights.

Number two, get started with call support. Once you have AI logging your sales data, bring AI along your sales calls traditionally, sales calls are dark data. You have to go back and listen to them word for word to find that information you need. This also creates a time sink for sales managers who might want to use sales calls for coaching but can't afford to spend hours a day listening to them. So ask AI to do the listening instead. Use Einstein conversation insights to transcribe sales calls, flag key moments, and identify the best actions to take. Next. With these call summaries at your fingertips, you can come back to them for refreshers. This helps you prepare for meetings instantly, simply asking Einstein a question like hey Einstein, remember that call with omega from a few months ago? What objections did they raise? And lastly, number three, ask AI for closed plans. Now that AI is auto capturing your data and coaching you through calls, you can ask AI, uh, for guidance on how to close every deal. Use agent force to get specific step by step instructions. How does it work? Agent Force uses generative AI to study the deal like buyer activity and the tactics you've used so far. Then it recommends personalized actions you can take to get the deal across the finish line. As you become more and more of an AI whiz, it won't be long before you set your site to the next frontier of AIH sales agents. These are intelligent sales assistants that help you with complex tasks like prospecting and coaching. Learn all about them by continuing to tune in to our Dreamforce broadcast right here on Salesforce plus. So, are you ready to take your next step on our AI journey? Check out our AI demo library and discover the seven key use cases. Simply scan the QR code on the screen. Head to the link down below at sforce Co. Salescloudai use cases. Thank you.