Technology Partners

Agentforce

Partner Guidebook

Your step-by-step guide to success with Agentforce

Agentforce Partner Journey

Welcome to the Agentforce Technology Partner Guidebook, your step-by-step resource for launching with Agentforce. Tailored for Technology and ISV partners, this guidebook is regularly updated with the latest information and resources.

Meet Agent Astro

I'll be your guide to walk you through each stage of the Agentforce journey in this guidebook.

I'll provide helpful tips, role-focused notes, and more.

PKO Wrap-up

The FY26 Agentforce Vision

We kicked off FY26 with our first-ever Global Tech Partner Summit as a Day 0 to TDX in San Francisco.

Partners heard first-hand the latest updates on **AgentExchange,** go-to-market strategies, product roadmaps, and more.

Check out a recording of our main keynote, with exciting insights from our Global Technology Partner business and product leaders.

1. Get to Know Agentforce

Product Overview, Introduction Webinars & Value Propositions

Step one in your Agentforce journey is not just about understanding what Agentforce is, but also about discovering its exciting impact on your business and how to get started. This chapter covers all of that and more.

1 Get to Know Agentforce

2 Define Your Agent Strategy & Use Cases

3 Build Agents & Actions

4 Pricing & Packaging

5 List & Promote

6 Amplify Your Wins

What is Agentforce?

Agentforce is the next frontier in the AI revolution, offering both autonomous capabilities and seamless task execution within users' workflows. It efficiently handles tasks, provides real-time insights, and automates routine processes for users.

As your customers' expectations rapidly evolve to demand an AI strategy, Agentforce addresses these needs by providing a clear AI roadmap, actionable technology, and the ability to enhance your existing IP, boosting customer adoption and revenue.

Natively built on the Salesforce platform, Agentforce allows you to leverage your existing capabilities, data models, workflows, and APEX code. This enables an efficient deployment process without extensive rework.

Agent Astro Tip

To get started, I highly recommend watching the two webinars listed below. They provide valuable context on the Agentforce product and key details about your role and opportunities as a Technology Partner.

Discover why Agentforce is crucial for your business on the next page of this guide.

Introduction Webinars

Unlock the Power of Agentforce: Webinar for Technology Partners and ISVs Learn the basics of Agentforce & the opportunity it presents to you as an ISV partner.

How to Build Agent Actions with Agentforce: Webinar for Technology Partners and ISVs Join Salesforce leaders as they walk you through the process of creating and integrating agent actions.

Agentforce General Resources

What Are Agents? Salesforce Help Documents with overview of the Agentforce basics.

Agentforce Website: In-depth collection of demos, details, and more.

Partner Community Agentforce Page for Technology Partners: An extensive library of resources for Agentforce enablement.

Agentforce Keynote: On-demand recording of our keynote from Dreamforce talking about the vision & roadmap for Agentforce.

Why it Matters for Technology Partners

Unlock a New Era of Business Growth

Partners play a crucial role in the Agentforce strategy, and there are significant advantages to getting involved early. By incorporating agent actions into your Salesforce app, you can enhance productivity for customers, drive usage and adoption, and ultimately boost revenue for your partner solution. Technology partners can also build agent actions - extending the possible for Agentforce's out-of-box solutions as an additional way to unlock a new era of business growth. Customers can add your actions to apps they are building and/or add them to Salesforce-built agents.

Drive Customer Productivity and Performance through Agent Actions

As a technology partner, you have the unique opportunity to deliver exceptional value to your clients through the creation of custom apps and agent actions. These actions can be tailored to meet specific client needs, streamlining workflows, offering deeper insights into customer data, and supporting more effective sales strategies, resulting in a more dynamic and efficient platform for your clients and a significant boost in their productivity and performance.

Enhance and Build on your Existing IP & Foundation

Because Agentforce is built on top of the Salesforce Platform, you can easily build custom agent actions that empower your existing apps with AI by utilizing your existing IP and expertise such as flows, APEX code, prompts, and Mulesoft APIs. This enables you to extend your existing solutions into new customer agents, extending functionality and GTM reach.

You can also choose to develop new offerings that address unique market needs, expanding your product portfolios and generating new revenue streams. This dual capability ensures that you can optimize your current solutions while innovating.

Increase Customer Loyalty & Stand Out from the Competition

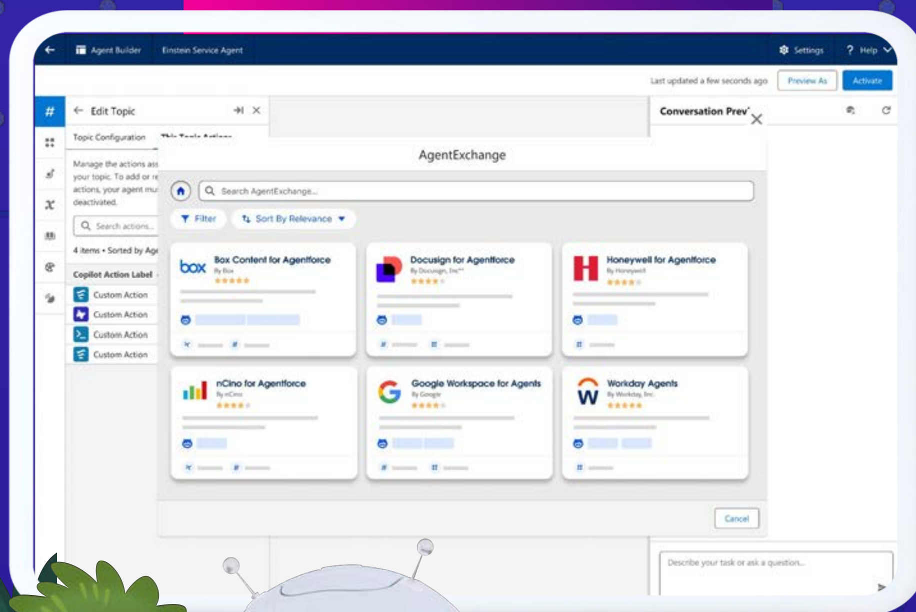
Agentforce can open up new revenue streams as you offer innovative solutions that set you apart from the competition.By creating these tailored solutions, you can drive higher client satisfaction and loyalty, enhancing your reputation as a trusted technology partner.

New

AgentExchange

The trusted Agentforce marketplace, built into Salesforce

PARTNERS | COMMUNITY | SALESFORCE



Customers deploy Agentforce faster with hundreds of pre-built actions, topics, and templates

Partner actions, topics, and templates surfaced directly in Agent Builder

Platform for building, marketing, and selling Agents

Agentforce Prompts, Topics & Actions — GA | Now

Agentforce Templates — GA | June

2. Define Your Agent Strategy & Use Cases

Use Case Blueprints, Jobs to be Done Framework & Agent Action Examples

Explore the list of top Jobs to be Done within our top 5 Clouds to identify a niche that your organization's application can effectively fill. By focusing on these specific needs, you can tailor your approach to better serve your target market.

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Defining Your Agent Strategy

Jobs to be Done Framework

The Jobs to Be Done (JTBD) framework is a powerful tool that can help you create more effective and customer-centric strategies for your Agentforce practice. At its core, JTBD focuses on understanding the underlying needs and motivations of your customers, rather than just the features of your product. By identifying the "jobs" your customers are trying to get done, you can better align your solutions to meet their specific needs and drive greater value.

When creating your Agentforce strategies, start by asking yourself: What are the key jobs my customers are trying to accomplish? For example, are they looking to improve customer service efficiency, enhance agent productivity, or streamline their sales processes? Once you have a clear understanding of these jobs, you can tailor your Agentforce solutions to address them directly. This approach not only helps you build more relevant and effective solutions but also strengthens your relationships with customers by demonstrating a deep understanding of their challenges and goals.

Agent Astro Tip

On the following pages, I've compiled the top Topics and Jobs to be Done across our top 5 clouds and industries. Use these as inspiration and/or potential areas of focus for your company's agents.

Please note that this document will evolve over time and is meant to be used as inspiration for your initial use cases, not as a concrete roadmap of what to build/not build. We will update these pages regularly.

Contact your PAM for more examples.

Learn More Here

Webinar Clip - Agentforce Topics & Jobs to be Done: This section of our “Unlock the Power of Agentforce” webinar walks you through the Jobs to be Done framework.

Customize Your Agents with Topics and Actions: Salesforce Help article to give additional context and information.

Agentforce Collection Page: Explore the library of partner-built Agents & Actions to see how Topics and Jobs to be Done are implemented in real scenarios.

Jobs to be Done Template: Ask your PAM to share the jobs to be done template. This can be used to systematically build your own 'Jobs to be Done' document for planning.

View Jobs to be Done Examples

Sales Cloud - Service Cloud - Financial Services - HLS - RCG - Slack Agents

Sales Cloud Agent

Topics / Top Jobs to Be Done

Agent Astro Tip

Want more ideas of jobs to be done? Contact your PAM to learn more.

Qualify Leads

Organize Leads Into a List/Report
List leads in an organized fashion into lists and reports

Qualify Role Based on Initial Contact
Use details from initial contact to determine and qualify roles

Schedule Follow up Meeting
Schedule important touchpoints to continue progress

Create Opportunity to Convert Lead and Track Deal
Create an opportunity within Salesforce

Discover Customer Needs & Fit

Determine Which Prospects to Meet with Next
Help prioritize leads and prospects

Understand Customer Needs
Assess customer pain points, goals & KPIs

Create Content to Build Relationships
Develop messaging and content to build customer relationships

Schedule Follow Up Meeting
Book time for all parties to regroup

Monitor Pipeline

Ensure Pipeline Will Meet Quota
Measure existing pipe against current targets and quotas

Estimate a Deal's Stage in the Sales Cycle
Use data to estimate the stage of a deal

Estimate Close Probability
Calculate the likelihood of a deal closing based on several data points

Estimate Deal's Closing Value
Provide estimate of a deal's value based on current details

Close Deals

Generate & Send Contracts
Create and distribute contracts and key documents

Handoff to Post-Sales Activities
Move deal to fulfilment, onboarding, billing, customer service, etc.

Document/Update Deal Status
Complete status tracking updates

Execute Internal Approvals of Final Contract & Pricing
Execute the final approval processes

View Other Cloud JTBD

Sales Cloud - Service Cloud - Financial Services - HLS - RCG - Slack Agents

Service Cloud Agent

Topics / Top Jobs to Be Done

Handle Customer Requests & Issues

Verify Customer Identity & Info
Ask security questions, authenticate, locate records

Research Problem or Request
Access resource to determine support plan

Execute Support Plan
Collect required info to execute support plan; perform transaction and/or change

Answer Follow Up Questions & Close Convos
Set expectations on timeline, next steps, etc.

Log Interaction / Contact
Capture reason for contact, actions taken, etc.

Send Follow-Up Communication
Ex: thank you, survey, confirmation, etc.

Customer Satisfaction
Monitor CSAT and address concerns

Knowledge Base Updates
Contribute to knowledge base; review and update

Recommend Products and/or Services to Customers

ID Customers for Product/Service Recommendations
Make offers based on profile info, eligibility, keywords & convo cues

Create Plan for Product/Service Recommendations
Identify need for product/service based on customer requests

Inform Customers of Recommendations
Teach customers the benefits of recommended product/service

Place Order for Product/Service
Process transaction for product/service

Fraud Risk Assessment

Determine the Geography of Call Origin
Assess where the call is originating and if that raises red flags

Check for Recent SIM Swaps
Determine if recent SIM swaps were completed

Get the Number Insights to Detect the Fraud
Detect Fraud through number insights and data

Financial Services Agent

Topics / Top Jobs to Be Done

Discover Customer Needs & Fit

Analyze Current Financial Situation
Analyze client's financial status to identify any areas for improvement

Analyze Notes from Prior Meetings
Review previous interactions and notes for additional context

Recommend Top Priorities to Discuss
Use gathered customer data to curate a list of high priority topics

Meeting Prep & Follow Up
Email meeting agenda and summary to client

Loan Underwriting Support

Gather Information Based on Loan Type
Collect information based on each loan's unique requirements

Determine Requirements
Assess any firm-specific or regulated requirements (e.g., LTV ratio)

Complete Compliance Checks for Loan Process
Complete all steps for verifying compliance for loan process

Compile Disclosures and Documentation as Required
Create organized list of documents and disclosures

Financial Product Fit

Review the Client or Borrower's Financial and Credit Profile
Analyze for eligibility and red flags

Assess Products that fit Suitability Criteria
Determine potential products that fit suitability parameters

Determine Product Propensity
Analyze product propensity data as available

Propose Cross-Sell Products
Share proposed cross-sell products with advisor, RM and client

Continuous Portfolio Monitoring

Portfolio Review
Review client portfolio based on advisor or compliance instructions

Find Realignment Opportunities
Identify opportunities to realign to performance objectives

Propose Next Best Actions
Prioritize next best actions to propose based on scenario analysis

Communicate Next Best Actions & Rationale
Communicate next best actions & rationale to advisor & client

Execute Next Best Actions
Take action where allowable

Manage Monitoring Alerts
Create, maintain and adjust monitoring alerts

View Other Cloud JTBD — Sales Cloud - Service Cloud - Financial Services - HLS - RCG - Slack Agents

Health & Life Sciences Agent

Topics / Top Jobs to Be Done

Patient/Member Physician Selection & Scheduling Agent

Validate Eligibility
Real-time verification of patient eligibility for specific services or treatments based on insurance plans and coverage

Find Appropriate Primary Healthcare Provider
Use a variety of data points to identify best HCP

Validate Availability and Schedule Appointments
Availability is checked across multiple systems such as EHRs; assets, rooms & facilities

Patient Care Management

Check Medical History, Encounter Data and Discharge Orders
Review past care for additional context on current patient needs

Validate Symptoms and Care Guidelines
Use data to validate tasks, indications, symptoms against the care plan to ensure the highest quality of care

Recommend patient care actions and modalities
Suggest care actions and procedures based on patient data and guidelines & protocols

Provider Network Management - Credentialing Agent

Validate HCP/Provider Details
Gather and validate key credentials, certifications needed for HCPs

Collect & Collate Required Credentials & Statuses
Assess required medical licenses, certificates, medical specialties, work history, board certifications, admitting privileges, and any malpractice claims

Inform Network Manager & HCP of Gaps & Upcoming Expirations
Flag upcoming deadlines & network gaps where HCPs may be needed in the network

MedTech Sales Physician Pre-Visit Summary Agent

Collect & Collate HCP/Physician Details
Gather data on HCP/Provider Education, Affiliations, Clinical Trials, Procedures, Claims, etc.

Identify Applicable Product Opportunities
Assess available data to identify product opportunities

Generate Pre-Visit Report
Pull data into an organized report prior to visits to streamline the visit and conversation

View Other Cloud JTBD | Sales Cloud - Service Cloud - Financial Services - HLS - RCG - Slack Agents

Retail & Consumer Goods Agent

Topics / Top Jobs to Be Done

Agent Astro Tip
Want more ideas of jobs to be done? Contact your PAM to learn more.

Order Queries

Process Return Requests
Automatically log return requests and generate return authorizations

Offering Exchange or Alternative Products
Facilitate exchanges by tracking stock availability and suggesting alternative items

Issue Refunds or Store Credits
Process refunds or provide store credit upon return confirmation

Shipment Management

Track Shipments in Real Time
Monitor the location and status of shipments as they move through the delivery process

File Claims for Lost or Stolen Shipments
Start the process to claim compensation if a shipment is lost or damaged

Send Proactive Status Updates
Provide customers with real-time updates via email or text about their shipment status

Fraud Prevention

Verify User Identity
Confirm that the person making the transaction is who they claim to be

Flag Unusual Activity
Identify and alert teams about any activity that seems out of the ordinary

Block Potential Fraud
Temporarily lock an account while investigating potential fraud

View Other Cloud JTBD | Sales Cloud - Service Cloud - Financial Services - HLS - RCG - Slack Agents

Slack Agent Actions

Topics / Top Jobs to Be Done

Agent Astro Tip

Slack Actions allow agents to take action on behalf of employees in Slack.

Learn more about [Slack Actions here](), and [how to set them up here]().

Sales: Strategize & Manage Operations

Set Vision and Strategy

Review year-end data

Create canvas with year-end review data

Strategize on Book of Business

Prioritize a list of assigned accounts, calculate & commit to quota for key accounts

Create list of accounts with key details

Create Data Insights

Review and action the insights, build dashboards to chart key sales KPIs

Search Slack to uncover trends & patterns

Service: Manage Customer Service & Upsell

Handle Customer Issues

Research problem or request to determine support plan

Search Slack for relevant support plan details

Knowledge Base Updates

Contribute to Knowledge Base; Review and Update

Create canvas with documentation on customer issue type

Recommend Products & Services to Customers

Establish eligibility criteria for the offer, review profile info

Search Slack for recommendations for customers

Financial Services: Discover Customer Needs & Fit

Client Meeting Prep

Review client's profile, financial history and notes from past meetings

Search Slack for additional context

Recommend Top Priorities to Discuss

Use gathered customer data to curate a list of high priority topics

Create canvas with client history, priority topics for discussion

Client Meeting Summaries

Capture topics discussed during the client meeting

Create channel for internal collaboration on account, share canvas

3. Build Agents & Actions

Demo Orgs, In-Person & Virtual Trainings, Enablement Resources & More

This chapter has resources for every step of the process, from requesting a demo org to building and launching your agents and agent actions. It also includes a list of upcoming events and trainings to help you stay informed & connected.

1 Get to Know Agentforce

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Build and Launch Your Actions

Prepare to Build

Request a Partner Business Org (PBO) here

Access Agentforce Scratch Orgs If you're unable to create scratch orgs from your PBO with Agentforce features, submit a case here.

Access Scratch Orgs with Both Agentforce and Data Cloud *(see the Agent Astro Tip below for more details)*

Einstein GenAI Scratch Orgs

Get Access in Your 1GP Packaging Org

Getting Started

Quick Start: Build Your First Agent with Agentforce Trailhead

Enablement for Agentforce Trailmix

Set Up Einstein Generative AI

Enable Einstein Copilot for Salesforce

Enable Prompt Builder to Use Prompt Templates with Your Agent Actions

Create an APEX Class, Flow, or Prompt Template

Tools and Resources

Salesforce Agent Actions ISV Guide

Best practices for Action Instructions

LLM Gateway Rate Limits by Org Type

Agentforce - Partner Pocket Guide

Explore Agent Types & Common Use Cases

ISV Webinars & Blogs

Start Here

On Demand: Hands-On Agentforce Training Workshop

1. Workshop On-Demand Recording: Activating Agentforce - Exclusive Readiness for Tech Partners & ISVs
2. Workshop Exercise Guide: Use this document to follow along with the hands-on training exercise

Agent Astro Tips

1. To get started, I suggest starting with the hands-on training featured in the box to the left of this one and then use the resources above as-needed.
2. When requesting scratch orgs, only include Data Cloud if it's required - adding it greatly increases the time to create the org.
3. Including Data Cloud in a scratch org has a prerequisite. You must first open a case in the Partner Community to request your PBO Dev Hub org to be granted permission.

Access to the content on Partner Community, Partner Learning Camp (PLC) and Trailhead is available to all registered partners and Salesforce employees. Access instructions.

Attend Sessions and Trainings at Upcoming Marquee Events

Event	About	Location	Date
Agentforce World Tours	Build and deploy your first AI Agent and discover what AI was meant to be with 135+ expert-led sessions and demos. All in one day, all for free. Register here.	Global Tour	Now - Winter 2025
Connections	Salesforce Connections is the official event for all things marketing and commerce in the Salesforce realm.	Chicago & Salesforce+	June 11-12, 2025
Dreamforce	Mark your calendars for an epic celebration of customer success and the most impactful event for your business.	San Francisco & Salesforce+	October 14-16, 2025

Agent Astro Tips

- **Why Attend:** Although these are not partner-specific events, they offer the opportunity to discover the latest innovations and strategic priorities for partners and for Salesforce as a whole. Network with customers, prospects, peers, and Salesforce leadership.
- **How to Maximize Value:** These events allow opportunities to sponsor, speak in sessions, host ancillary events, attend additional trainings, host meetings, connect with sales, and more! Many of these events include an area called the AgentExchange Landing which focuses primarily on content designed specifically for our Tech partners & their customers. Be sure to stop by for hands-on trainings, demos and more.

New Become an Agentblazer

Elevate your AI career by becoming an Agentblazer today! Master in-demand AI skills through our specialized Trailhead modules, unlock exclusive rewards, and join a global network of Agentblazers to expand your expertise, discover new use cases, hear from product experts, and accelerate your career growth.

LEVEL 1

Champion

Learn AI and Agentforce fundamentals

Understand Data Cloud and governance

Build your first agent

Get Started

LEVEL 2

Innovator

Identify use cases for your business

Create custom agents with Agent Builder

Set up and customize Agentforce for Service and Sales

Learn More

LEVEL 3

Legend

Manage & customize across the Agentforce lifecycle

Earn the Agentforce Specialist certification

Coming Soon

Learn More about Agentblazers Here

Agent Astro Tip

Each Trailhead module you complete earns you a badge and points toward your Agentblazer Status, highlighting your skills and hands-on experience in building autonomous agents.

Advance from Champion to Legend to gain the expertise needed to drive transformative change in your organization and achieve your career goals.

4. Pricing & Packaging

Managed Package Resources, Security Review Tools & Monetization Strategies

You’ve gotten started on your build process, now it is time to package and price your apps and agent actions. This chapter also includes a variety of resources you’ll need to complete the security review process.

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Managed Packaging Details

Packaging Resources

[Scratch Orgs and Package Development](#) - Learn to use Scratch Orgs to develop the Apps and Actions you want to package

[Package Your Action](#) - A step-by-step guide

[Enable Agentforce Extensibility for ISVs on 1GP Packaging Org](#)

Coming soon: Second-generation managed packaging details

Pricing Options

ISV partners can monetize their agent apps and actions in the following ways:

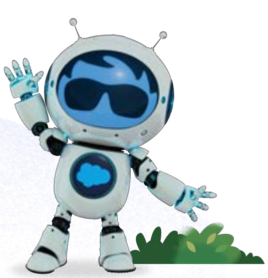
1. Sell as a standalone paid app: Standalone apps that contain agent actions, topics, prompts, and/or agents must be paid.

2. Sell as a separate free/paid add-on to an existing paid app: Extension packages that are reliant on a base package can be paid or free.

Agent Astro Tip

Second-generation managed packaging (managed 2GP) is coming soon! This will usher in a new way for partners to develop, distribute, and manage their apps and metadata. Stay tuned to upcoming announcements for availability.

Note: Use managed 2GP to create new managed packages. You can't currently migrate a first-generation managed package to a second-generation managed package.



Packaging Agent Actions with Existing Applications

It is recommended that partners create an extension package to their existing app to avoid any dependency issues, OR a net new app with standalone actions and topics.

Note: Salesforce customers who have not purchased Agentforce will not be able to use apps that have agent actions enabled. Therefore, it is not recommended for partners to add agent actions and topics to their current package(s) for existing customers.

Complete Contracting

For Extensions to Existing Apps:

Update the app description in your existing Partner Contract.

Work with your PAM to update the app description in your Partner Contract to include Agent actions and use case(s).

For "Agent Action Only" Standalone Apps:

Add a new application to your existing Partner Contract.

Work with your PAM to add a new application to your Partner Contract and include your Agent actions and use case(s) in the app description.

For New Partners Building Agent Actions:

Join the Partner Community to set up a Partner Contract.

Click through the Salesforce Partner Program Agreement (SPPA) by joining the Partner Community. Then, work with your PAM to execute a Partner Application Distribution Agreement (PADA).

Agent Astro Tip

After you define your monetization strategy, it is important to work with your PAM to update your partner contract(s).

Adding agent actions to your partner contract follows standard contractual processes.

This should be done prior to your security review submission process.

Waived through August 15— read more

Security Review

Prepare for the AppExchange security review

- AppExchange Security Review
- Security Requirements for AppExchange Partners and Solutions
- Security Review Requirements Checklist
- How To Build a Listing with Partner Console
- Prevent Secure Coding Violations
- Secure Cloud Development Resources
- Open Web Application Security Project (OWASP)
- OWASP Top 10 Issues
- OWASP Web Security Testing Guide
- OWASP Developer Guide
- The Top 20 Vulnerabilities Found in the AppExchange Security Review
- *Video*: How to Submit Your Solution for the AppExchange Security Review
- Tech Partners: Prioritized Security Review for Agentforce Applications (Limited Time Only)

Submission Prerequisites at a Glance:

1. PAM/BD schedule Technical Advisor to complete questionnaire with Partner:

2. Technical Advisory questionnaire must be completed prior to SR submission.

3. Combined Solution Description in PADA is completed and signed.

Agent Astro Tip

Overwhelmed by the amount of resources listed above? No worries - get started with the Agentforce Security Review Checklist and then you can choose to use the rest of the resources on as as-needed basis to help you navigate the security review process.

5. List & Promote

AppExchange Listing Resources, Marketing Tools & More

This section includes resources for publishing on the AppExchange as well as both free and paid marketing resources to make the most of your listing.

1 [Get to Know Agentforce](#)
2 [Define Your Agent Strategy & Use Cases](#)
3 [Build Agents & Actions](#)
4 [Pricing & Packaging](#)
5 [List & Promote](#)
6 [Amplify Your Wins](#)

List & Promote

Publish on AppExchange

[The Salesforce AppExchange]

[Marketplace Analytics Guide: Learn to track your listing performance]

[Agentforce Partner Network: Agent Actions Listings]

GTM Resources

[Salesforce Partner On-Demand GTM Courses]

[Co-Marketing Opportunities]

[Agentforce Campaign-in-a-Box]

[Plan ahead for Salesforce Marquee Events]

Paid Agentforce Promotions

Product Demo Video ($5K)
Craft an Agentforce-branded demo video for your new listing and marketing channels.

Webinar ($14K)
Present your insights on the AI revolution and drive demand to your new solution in a Salesforce-branded virtual webinar.

Paid Media - Display ($15K)
Boost qualified traffic to your new listing with Agentforce-branded display ads.

Agent Astro Tip

Once your listing is live, we have a variety of both paid and unpaid options for marketing and driving traffic to your AppExchange listing.

Worried about your marketing budget? We offer options that span a wide range of pricing options.

6. Amplify Your Wins

Share your win stories & create your press releases

Now that you've launched with Agentforce, this chapter focuses on your next steps for amplifying your wins. This includes sharing your success stories and collaborating with Salesforce PR on your press releases.

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Amplify Your Wins

Share your Agentforce Success Stories

Do you have a strong success stories to share? Nominate your story to be considered for amplification across internal Salesforce channels and externally across our marketing programs.

Stories must be recent (within the last 6 months) and must be a headlines Agentforce story.

Submit Your Stories Here.

View Customer Success Stories Here

Agent Astro Tip

Sharing your deal win, go-live, and success stories can serve two powerful purposes.

1. It can be used to promote your company to Salesforce AEs, pushing you to the forefront of their minds for future deals & opportunities.
2. It opens the door for potential co-marketing opportunities and/or

Agentforce Press Release Process

If you're planning to distribute an Agentforce press release over the newswire, follow the **guidelines** and submit press releases for Salesforce review.

- Reach out to **SFPartners@fhvox.com** with questions.

Access to the content on Partner Community, Partner Learning Camp (PLC) and Trailhead is available to all registered partners and Salesforce employees. Access instructions.

Thank you!

Visit the Partner Community and explore more!

Subscribe to Partner Communications
for tailored content.