



# Agentforce + Partner Messaging Guide

*For Salesforce ISVs*



# Introduction



We're currently experiencing a transformative era with AI, much like the way the internet revolutionized daily life in the 1990s. Every day, companies are looking for new ways to harness AI to improve services, streamline operations and stay ahead in a fast-paced market.

## Tapping into a big opportunity

That's where Agentforce comes in, uniting humans, AI, data and CRM to deliver unprecedented support for customers and employees. In a recent survey, 82% of large companies said they plan to implement AI agents by 2027, representing a huge opportunity for Agentforce.

## Using this guide

This guide was designed to help you sell your solution alongside Agentforce to your prospects. It'll equip you with the messaging you need to successfully communicate to customer prospects.

# This kit will deliver a **Better Together** story

**Your key message**

How you're solving the customer business challenge and driving success

**+**

**Agentforce value props**

- Trust layer
- Open and extensible
  - Easy to deploy
  - Deeply unified

**=**

**A better together story**

How you and Salesforce are driving joint customer success with Agents

# Step by Step Instructions



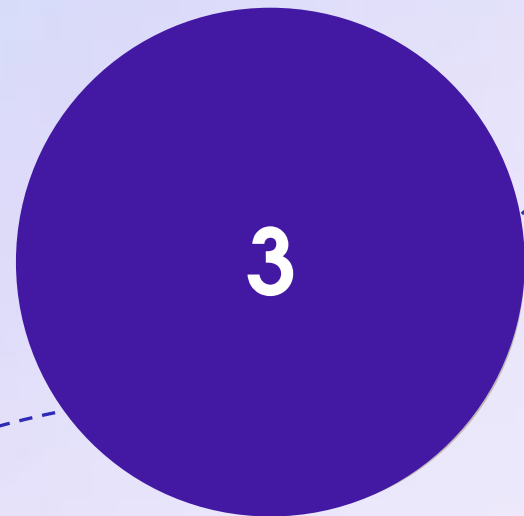
How to integrate Agentforce with your solution messaging



**Step one**  
Open your preferred private LLM instance



**Step two**  
Upload sources to the LLM:  
Add [Salesforce Agentforce messaging](#) and partner solution messaging docs



**Step three**  
Edit [provided prompt](#) according to instructions



**Step four**  
Cut and paste completed prompt into your LLM input box and submit



**Step five**  
Review the output for accuracy and edit as appropriate



**Step six**  
Leverage output details and insert in Slide template on slides 13-19 as indicated in **red text**.  
[Editable Google Slides](#)  
**Must Request Access**

# Custom prompt best practices



## Dos and don'ts

### Do

1. **Upload your complete solution source materials** including but not limited to: Your solution's target audience, customer pain points, offerings, benefits, features, value propositions, use cases(the more the better), customer success stories, and customer success metrics
2. **Closely review and edit AI output for accuracy**
3. **Use the prompt's messaging output to fill in the red text** on slides [13](#) through [19](#)
4. Use the joint Agentforce marketing deck template to present to prospects and use in future marketing materials

### Don't

1. Do not edit the Agentforce messaging provided in the prompt
2. Do not edit the Agentforce-branded slides
3. Do not use a public LLM instance that will store information for general consumption

# Agentforce key messaging



This campaign messaging should underpin all campaign assets. The ultimate goal of all messaging is to instantly communicate Agentforce's value while generating excitement among the time-poor target audience.

## Trusted

The Trust Layer protects customer data through robust security features and guardrails, like zero data retention, toxicity detection, secure data retrieval, and dynamic grounding. It improves the safety and accuracy of outputs while ensuring the responsible use of AI agents across the Salesforce ecosystem.

## Relevant, accurate results

The Atlas Reasoning Engine is how Agentforce understands, decides, and acts autonomously to provide trusted, accurate answers for every request.

## Easy to deploy

Deploy out-of-the-box agents for any role or industry. Agents have the capability to take action with existing workflows, code, and APIs without training AI models.

## Deeply unified

Agentforce is deeply integrated with your data, apps, and the humans using them. It also harmonizes structured and unstructured data into a single, unified view, enabling real-time insights.



# Joint Agentforce & Partner Marketing Template

Use the following slides in customer-facing presentations.



Insert your  
logo

salesforce

# Your solution name + Agentforce

Better Together: Driving [INSERT  
Business category] Processes

Speaker name

Speaker title

Speaker email



# Forward looking statement

Insert your  
logo



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; the pace of change and innovation in enterprise cloud computing services; and our ability to maintain and enhance our brands.

“Where are my meeting notes?”

“What happened in our last call?”

## Main Problem Statement

“What tools did the customer mention?”

“Are dealing stalling?”

# Agentic AI is creating a digital labor revolution

salesforce

## Human-only Workforce

Fixed capacity  
Burnout  
Slow growth

## Humans with Agents

Unlimited experts  
Zero hold time  
Limitless growth



# Agentic AI is upending (insert your business or industry category)

**X%**

[Insert prompt output for standout metrics]

(Insert Ideal customer state from prompt output)

(Insert current customer state content from prompt output)



Introducing

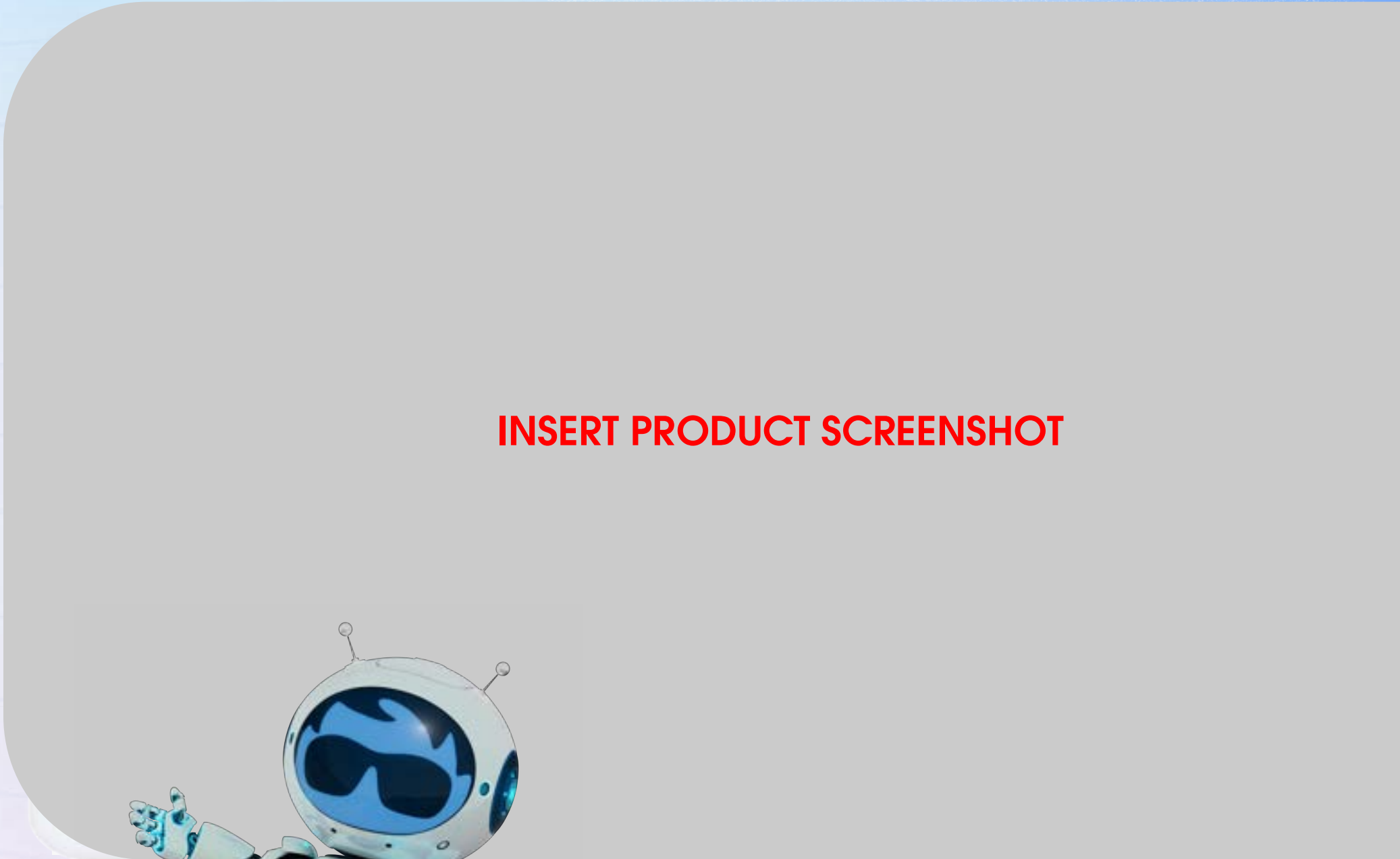
# Your solution + Agentforce

Insert prompt output for high level message

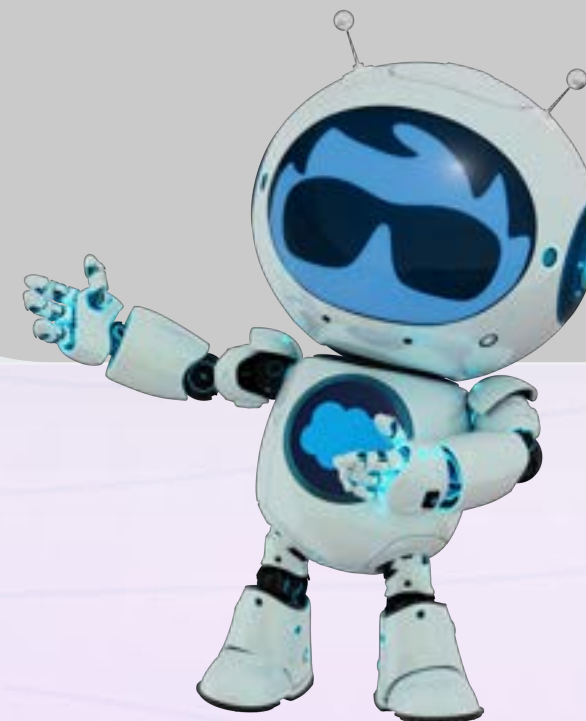
Insert value prop #1 output from prompt  
Description

Insert value prop #2 output from prompt  
Description

Insert value prop #3 output from prompt  
Description



**INSERT PRODUCT SCREENSHOT**



# See **(insert solution name)** in action.

Agentforce takes action autonomously

**Insert  
screenshot of  
your agent  
solution in  
action**



**Insert logo** Action

**Feature #1**  
Description



**Insert logo** Action

**Feature #2**  
Description



**Insert logo** Action

**Feature #3**  
Description



**Insert logo** Action

**Feature #4**  
Description

# Your Solution + Agentforce Architecture

 **Agentforce**

**Agentforce Studio**

Agent Builder | Testing | Deployment | Observability

**Atlas Reasoning Engine**

Topics | Instructions

**Data**

CRM | Data Cloud | **Your Solution**

Salesforce  
Managed



**AI**



Your  
LLMs

aws



Any LLM

**Tools**

**Native Agent Actions**



 **Web Search**

**External Tools**



**MCP Servers**

**Your Solution**

**Actions**

**Agentic Collaboration**

**A2A**



**Data and Process Connectivity**

**Enterprise  
Apps**



**Enterprise  
Content**



**Lakes and  
Warehouses**



**Zero Copy**

# Demo

Insert your  
logo



Insert your  
logo

Insert solution name +  
Agentforce Demo



Embed your demo video



# Get Started Today with **Your Solution** for Agentforce!

Your logo here

Check out our Solution on AgentExchange.

INSERT QR CODE TO SOLUTION LISTING

Learn more about Agentforce today!



Learn more about **Your Solution**





**Thank you**

