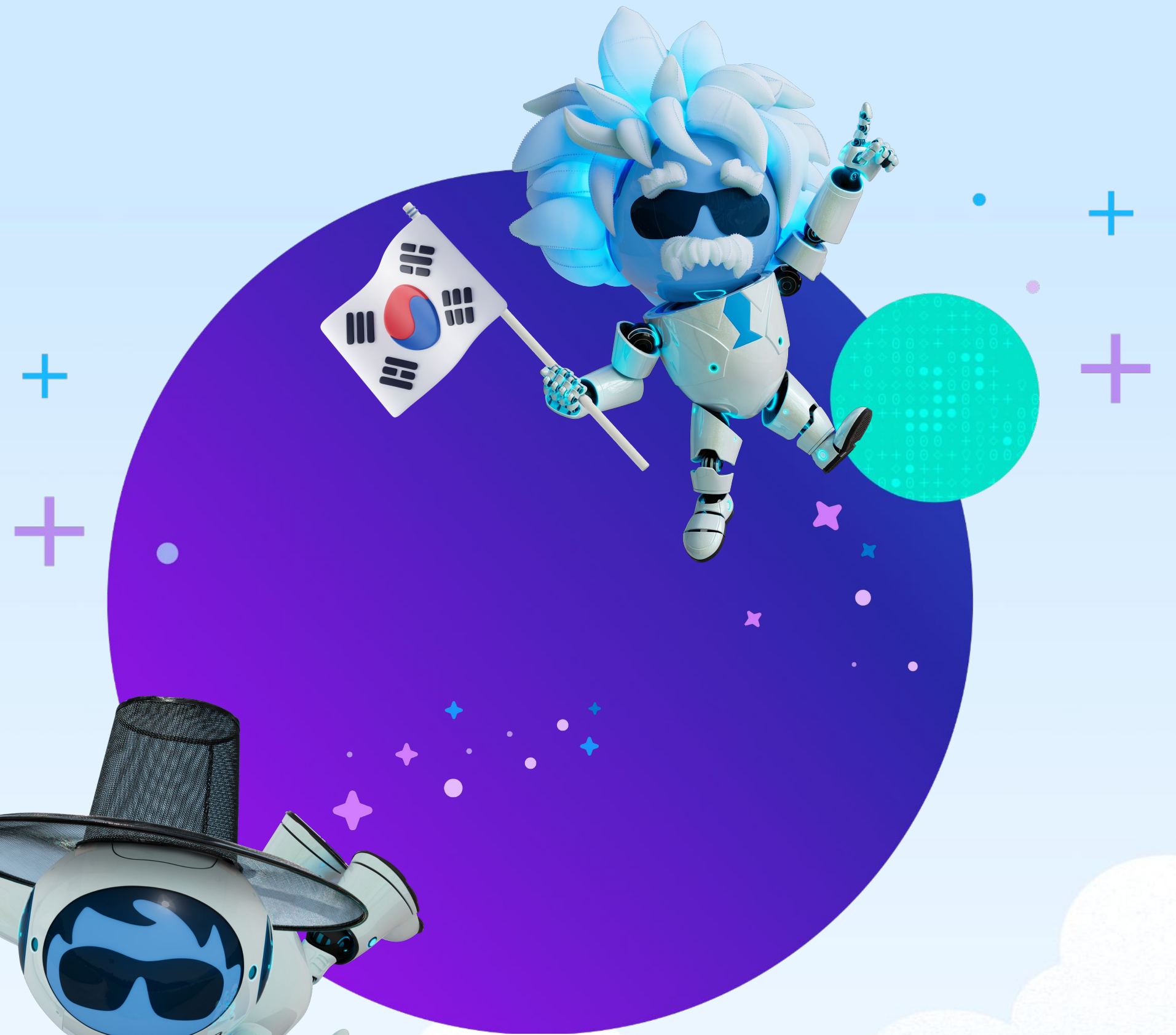




Agentforce World Tour Korea



Forward looking statement

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 materialise 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.

salesforce

영업팀을 위한 Agentforce:

LINE Pay 사례로 보는 더 스마트한 세일즈 전략

김영훈, Lead Solution Engineer,
Salesforce Korea





70%

의 영업조직이
효율성 향상을 위한
AI Initiative를
가지고 있습니다.

70% of Sales teams plan to prioritize AI initiatives to
increase efficiency

B2B Sales Cycle

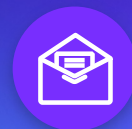
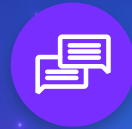


리드 Follow-up

Call Log 작성

미팅 요약 노트 발송

Forecast 작성



리드 유입

고객 미팅 잡기

CRM 업데이트

Account Plan 작성

Expansion 기회 탐색

B2B Sales Cycle



Pipeline ↑

실시간
미팅 예약

리드 24/7
Nurturing

Call Log 작성

미팅 요약 노트 발송

Forecast 작성



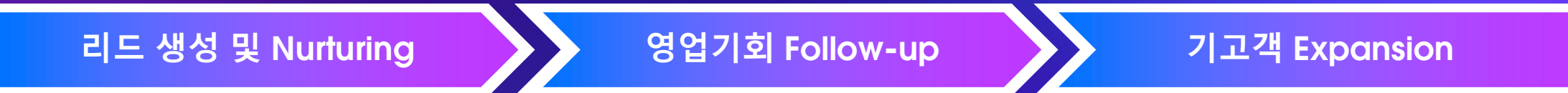
CRM 업데이트

Account Plan 작성

Expansion 기회 탐색



B2B Sales Cycle



리드 생성 및 Nurturing

영업기회 Follow-up

기고객 Expansion

Pipeline ↑

Win Rate ↑

실시간
미팅 예약

리드 24/7
Nurturing

Summarize,
Next Step,
Email 작성

CRM 자동 업데이트

Forecast 작성



Account Plan 작성

Expansion 기회 탐색



B2B Sales Cycle



The image features a vibrant green background filled with a pattern of small white dots. Scattered throughout are several larger circles in teal, black, and white. The text 'LINE Pay' is centered in the middle. 'LINE' is in white, and 'Pay' is in green and contained within a white rectangular box.

LINE Pay



Panel Talk :

LINE Pay 사례로 보는
더 스마트한 세일즈 전략



김진휘 매니저
Project Manager

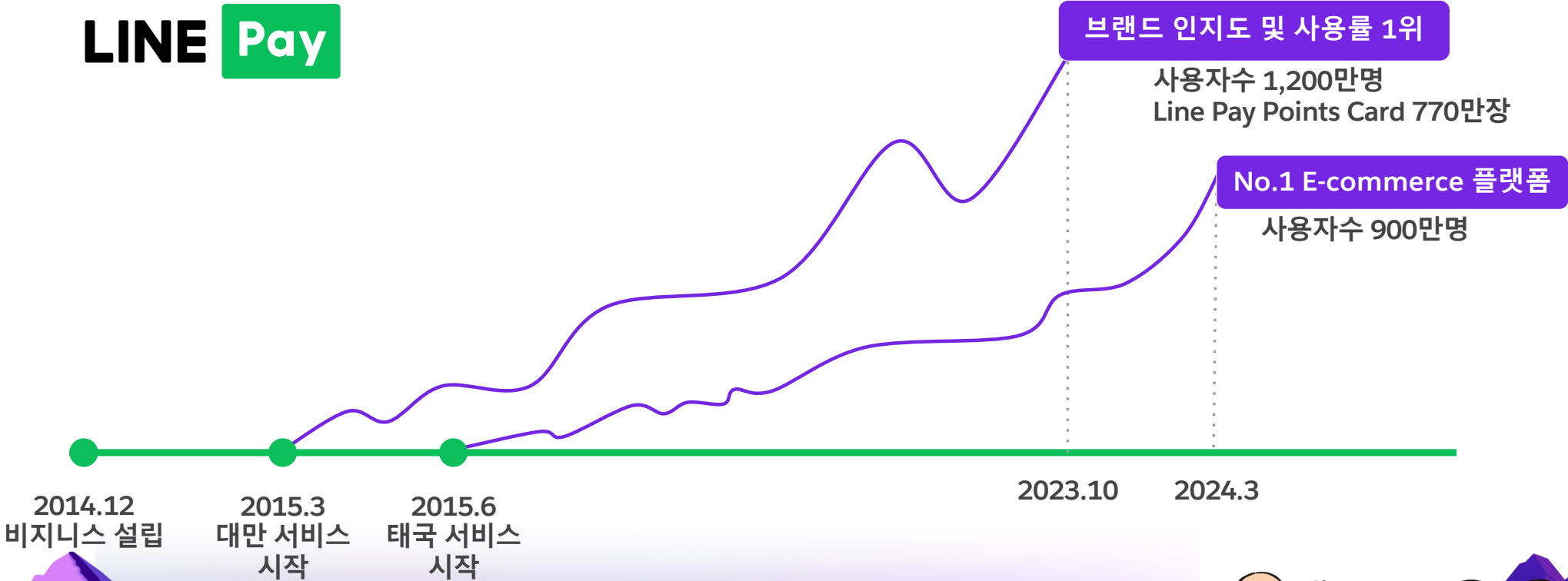
Cashless를 선도하는 기업

LINE **Pay**



Cashless를 선도하는 기업

LINE Pay



Cashless를 선도하는 기업

LINE Pay

통합적인 고객 데이터 가시성 확보

End-to-End의 영업 전반 프로세스 표준화

현장 영업들의 업무 역량 강화를 위한 플랫폼

영업 조직 확장에 Seamless하게 대응되는 Scalability 확보



Cashless를 선도하는 기업

LINE Pay



Sales Cloud



통합적인 고객 데이터 가시성 확보

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Cashless를 선도하는 기업

LINE Pay

통합적인 고객 데이터 가시성 확보

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영업 조직 확장에 Seamless하게 대응되는 Scalability 확보



Sales Cloud



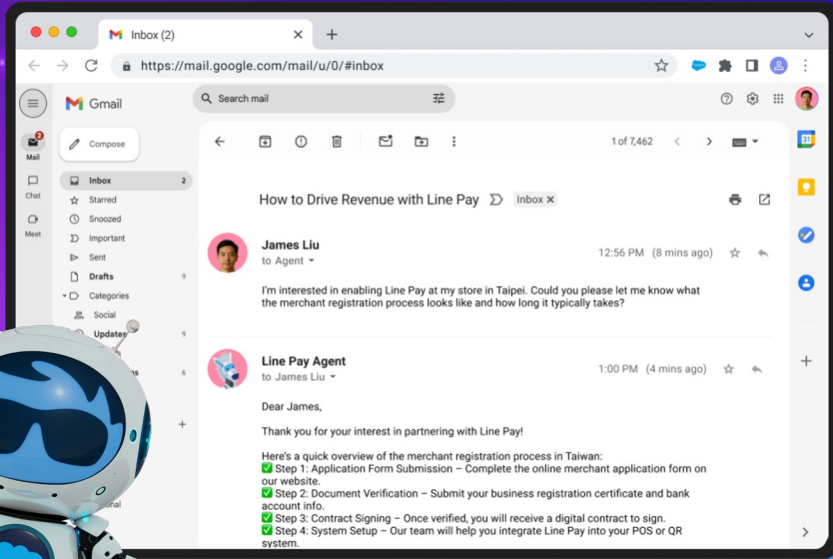
Agentforce



Scene #1

잠재고객발굴

Lead Nurturing



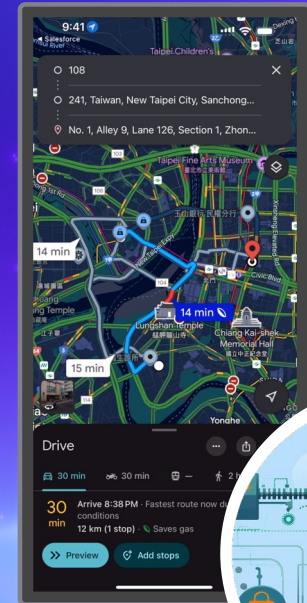
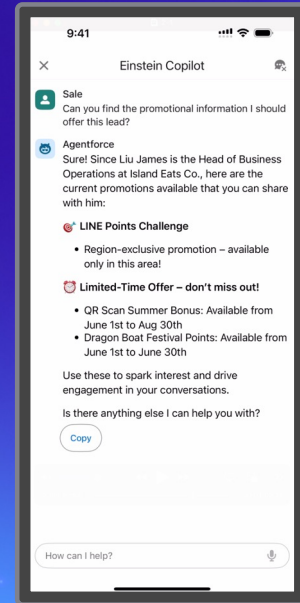
자율적으로 일하는
AI Agent

salesforce

Scene #2

영업활동지원

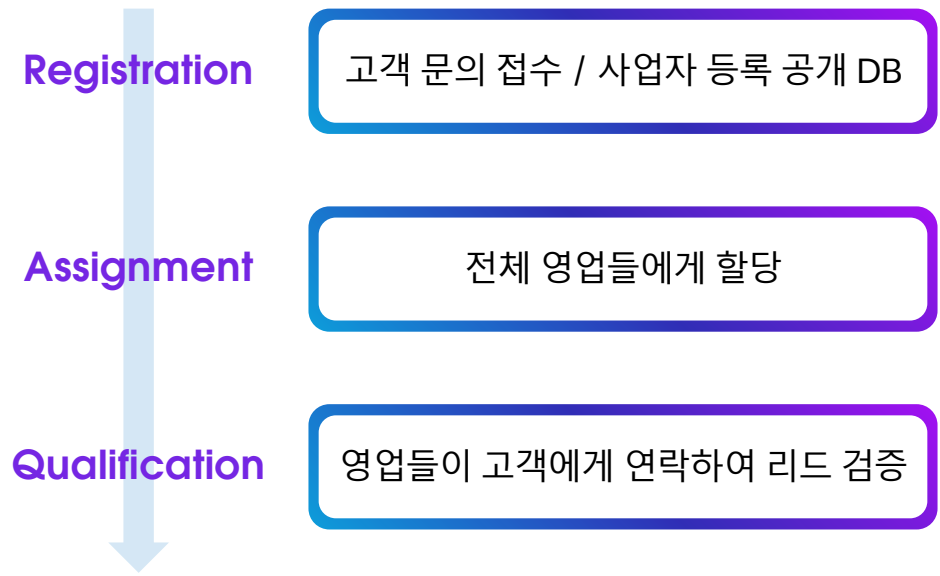
Empowering Sales Reps



영업을 더 Smart하게 돕는
AI Assistant

Scene #1

잠재고객발굴 Lead Nurturing



Challenges

“1차적인 리드 검증을 영업이 직접 수동으로 하다보니 효율적인 시간 활용에 어려움이 있습니다.”

1. 최소한의 리드 검증 없이 영업에게 할당
2. 별도의 기준 없이 일괄 수동으로 할당
3. 영업은 할당된 리드에 대한 배경 정보 없음

리드 검증 효율화 필요

Scene #1

잠재고객발굴 Lead Nurturing

1 Outreach: Enterprise 기업 고객

2 Outreach: 중소규모 고객

3 Inbound: Line 채널 유입 고객

1 Outreach: Enterprise 기업 고객

2 Outreach: 중소기업 고객

3 Inbound: Line 채널 유입 고객



Search...



LinePay Sales

Home Accounts Contacts Leads Opportunities Dashboards Reports Reimbursement Merchant Management More

Leads

Enterprise Engagement Leads

New Intelligence View AssignLeads

50+ Items • Sorted by Last Modified Date • Filtered by All leads - Lead Record Type, Company, Email • Updated 幾秒前

Search this list...



<input type="checkbox"/>	Name	Company	State...	Phone	Email	R...	Lead ...	Industry	Lead Source	Website
<input type="checkbox"/>	Liu James	Island Eats Co.	Taiwan	(+886) 598-5423	james.liu@islandeats.com.tw		New	Food & Beverage	Opedata	http://www.taiw...
<input type="checkbox"/>	Chen Jenny	Taiwan AI Labs	Taiwan	(+886) 731-9393	jenny.chen@taiwanailabs.com.tw	W...	New	Telecommunications	Email Marketing	http://www.taiw...
<input type="checkbox"/>	Chen Tony	Bowl & Beyond	Taiwan	(+886) 769-3611	tony.chen@bowlnbeyond.com.tw	W...	New	Food & Beverage	Social Media	http://www.form...
<input type="checkbox"/>	Chang Chia	Taipei Innovation Hub	Taiwan	(+886) 650-8256	chia.chang@taipeiinnovationhub.co...	W...	Working	Telecommunications	Online Advertiseme...	http://www.taip...
<input type="checkbox"/>	Chen Chia	TechTaiwan Solutions	Taiwan	(+886) 854-1897	chia.chen@techtaiwansolutions.com...	W...	Working	Technology	Online Advertiseme...	http://www.tech...
<input type="checkbox"/>	Chang Chen	TechTaiwan Solutions	Taiwan	(+886) 759-3412	chen.chang@techtaiwansolutions.c...	W...	Working	Computer Software	Webinar	http://www.tech...
<input type="checkbox"/>	Lee Chen	Green Energy Taiwan	Taiwan	(+886) 226-9845	chen.lee@greenenergytaiwan.com.tw	Hot	New	Information Technolo...	Email Marketing	http://www.gree...
<input type="checkbox"/>	Chen Lin	Taiwan AI Labs	Taiwan	(+886) 994-2367	lin.chen@taiwanailabs.com.tw	Hot	New	Electronics	Online Advertiseme...	http://www.taiw...
<input type="checkbox"/>	Lee Kevin	Taiwan Digital Solutions	Taiwan	(+886) 893-1674	kevin.lee@taiwandigitalsolutions.co...	Hot	New	Electronics	Email Marketing	http://www.taiw...
<input type="checkbox"/>	Lee Hao	Pacific Star Technology	Taiwan	(+886) 998-53...	hao.lee@pacificstartechnology.com...	Hot	New	Electronics	Trade Show	http://www.paci...
<input type="checkbox"/>	Lee Eric	Taiwan Digital Solutions	Taiwan	(+886) 646-1215	eric.lee@taiwandigitalsolutions.com...	Hot	New	Telecommunications	Social Media	http://www.taiw...
<input type="checkbox"/>	Lee Wei	Asia Cloud Computing	Taiwan	(+886) 164-2654	wei.lee@asiacloudcomputing.com.tw	Hot	New	Internet	Email Marketing	http://www.asia...



Search...



LinePay Sales

Home

Accounts

Contacts

Leads

Opportunities

Dashboards

Reports

Reimbursement

Merchant Management

More



Lead

Liu James

+ Follow

Edit

Activate Agentforce SDR

Meeting Note Processing

Log a Call



Working

Qualified

Unqualified

Converted

Mark Status as Complete

Details

Related

Marketing

Box Files

DetailInformation

Name

Liu James

Title

Head of Business Operations

Company

Island Eats Co.

Lead Status

Working

Lead Owner

Emma Tsai

No. of Employees

1,200

LINE_ID

Lead Information

BrandName

Island Eats Co.

Phone

Rating

Lead Source

Activity

Map

LINE

Shop Image



Only show activities with insights

Filters: Within 2 months • All activities • Logged calls, Email



How to Drive Revenue with Li... 10:00 AM | Today

[Agentforce SDR] SDR Agent scheduled email outreach to ...

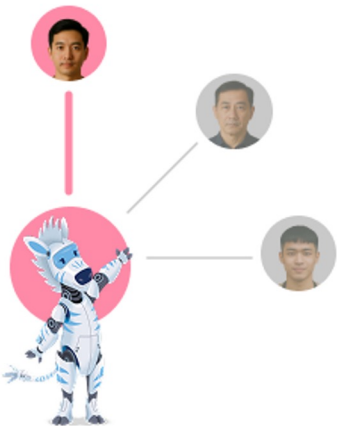
From Address

SDR Agent

To Address

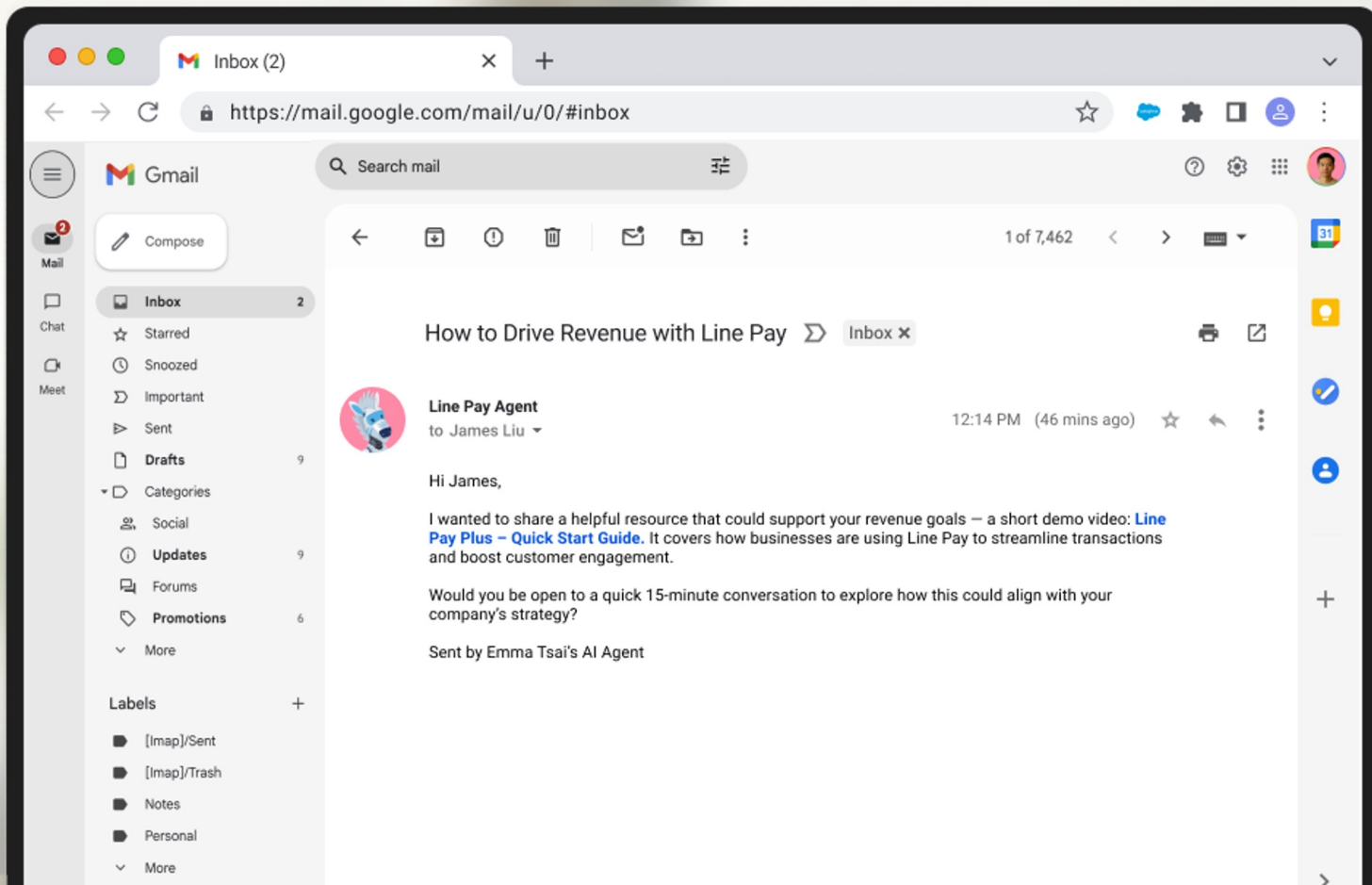
Liu James

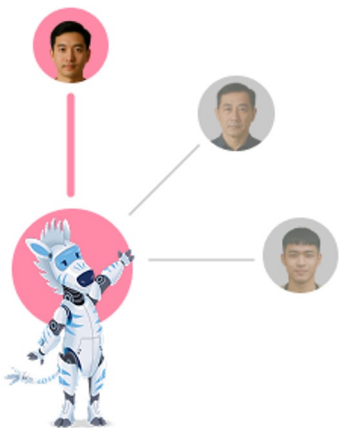
View, edit, or reschedule email



Agent Workflow

Send Email



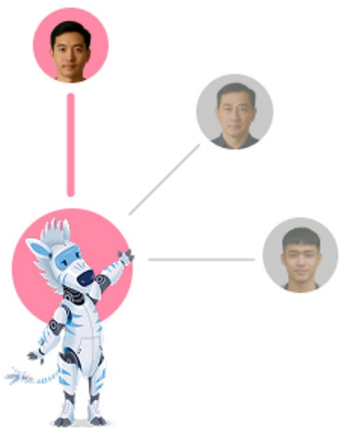


Agent Workflow

✓ Send Email

A screenshot of a Gmail inbox. The browser address bar shows <https://mail.google.com/mail/u/0/#inbox>. The left sidebar shows the Gmail navigation menu with 'Inbox' selected. The main content area displays two emails:

- Line Pay Agent** to James Liu (12:14 PM, 46 mins ago). The email body reads: "Hi James, I wanted to share a helpful resource that could support your revenue goals – a short demo video: [Line Pay Plus – Quick Start Guide](#). It covers how businesses are using Line Pay to streamline transactions and boost customer engagement. Would you be open to a quick 15-minute conversation to explore how this could align with your company's strategy? Sent by Emma Tsai's AI Agent".
- James Liu** to Agent (12:56 PM, 8 mins ago). The email body reads: "I'm interested in enabling Line Pay at my store in Taipei. Could you please let me know what the merchant registration process looks like and how long it typically takes?".



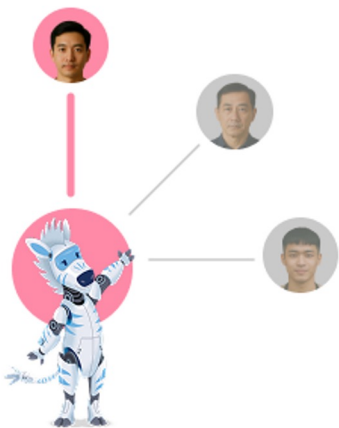
Agent Workflow

- ✓ Send Email
- ✓ Answer Questions

The screenshot shows a Gmail inbox interface. The top navigation bar includes the Gmail logo, a search bar, and navigation icons. The left sidebar shows the 'Inbox' with 2 items, along with other folders like 'Starred', 'Snoozed', 'Important', 'Sent', 'Drafts', 'Categories', 'Updates', 'Forums', and 'Promotions'. The main content area displays two email messages:

Message 1: From James Liu to Agent. Subject: "How to Drive Revenue with Line Pay". Received at 12:56 PM (8 mins ago). The body text reads: "I'm interested in enabling Line Pay at my store in Taipei. Could you please let me know what the merchant registration process looks like and how long it typically takes?"

Message 2: From Line Pay Agent to James Liu. Received at 1:00 PM (4 mins ago). The body text reads: "Dear James, Thank you for your interest in partnering with Line Pay! Here's a quick overview of the merchant registration process in Taiwan:
✓ Step 1: Application Form Submission – Complete the online merchant application form on our website.
✓ Step 2: Document Verification – Submit your business registration certificate and bank account info.
✓ Step 3: Contract Signing – Once verified, you will receive a digital contract to sign.
✓ Step 4: System Setup – Our team will help you integrate Line Pay into your POS or QR"



Agent Workflow

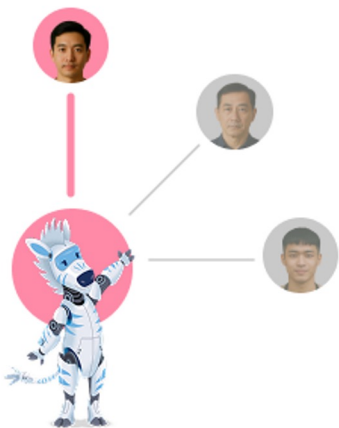
- ✓ Send Email
- ✓ Answer Questions

A screenshot of a Gmail inbox on a desktop browser. The browser address bar shows the URL <https://mail.google.com/mail/u/0/#inbox>. The Gmail interface includes a search bar, a left sidebar with navigation options (Mail, Chat, Meet), and a main content area displaying an email. The email is titled "How to Drive Revenue with Line Pay" and is categorized as "Inbox". The email body contains a checklist of steps:

- ✓ Step 2: Document Verification – Submit your business registration certificate and bank account info.
- ✓ Step 3: Contract Signing – Once verified, you will receive a digital contract to sign.
- ✓ Step 4: System Setup – Our team will help you integrate Line Pay into your POS or QR system.

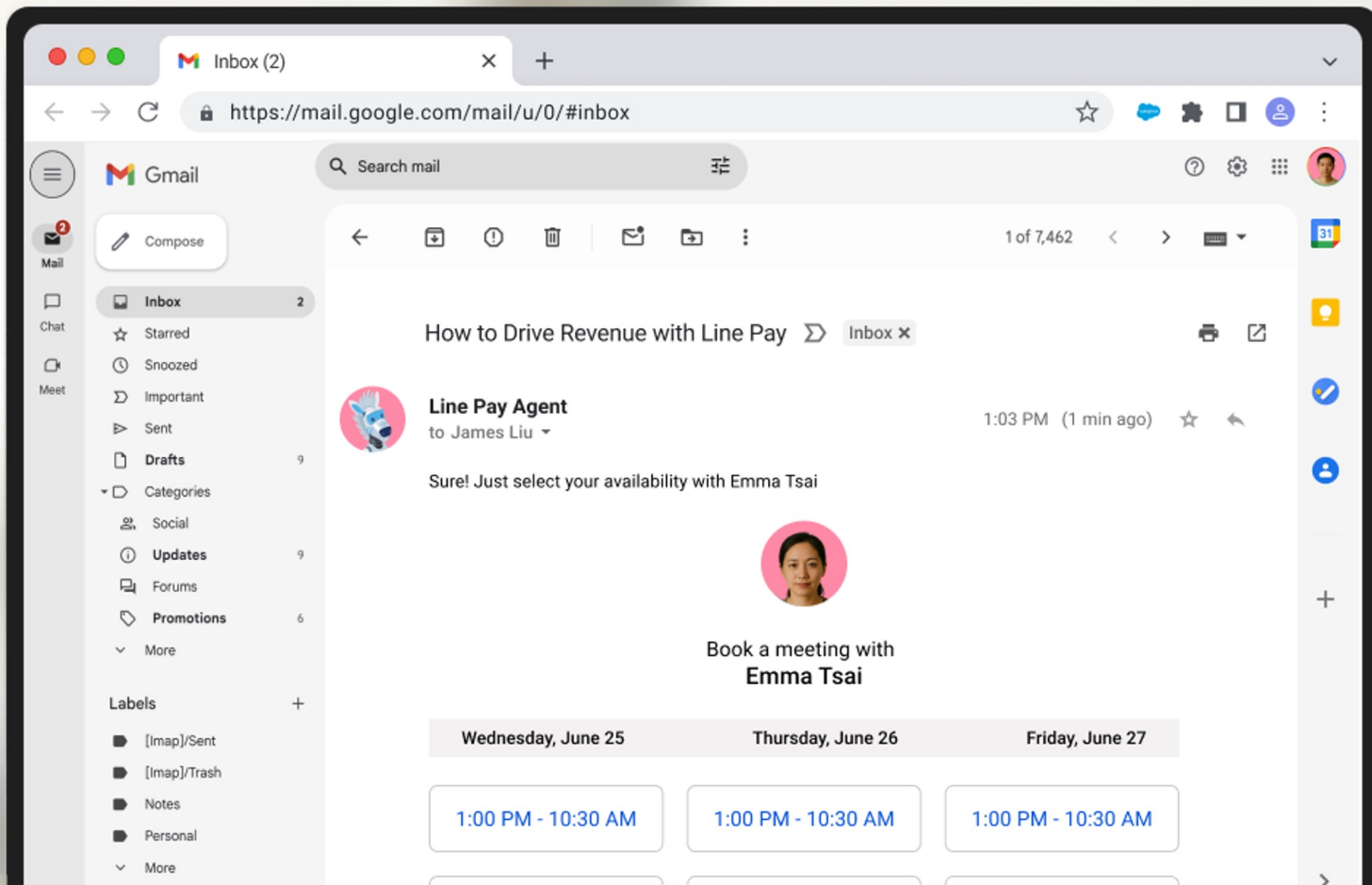
Below the checklist, it states: "Estimated Time: The entire process typically takes 5-7 business days." and "Would you like to meet with Emma to discuss further?". The email is signed "Sent by Emma Tsai's AI Agent".

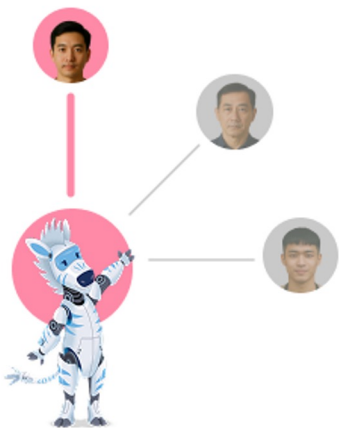
Below the email, a reply from "James Liu" is visible, dated "1:02 PM (2 mins ago)". The reply text reads: "Yes, I would like to meet with Emma."



Agent Workflow

- ✓ Send Email
- ✓ Answer Questions
- ✓ Book Meetings





Agent Workflow

- ✓ Send Email
- ✓ Answer Questions
- ✓ Book Meetings

Inbox (2) <https://mail.google.com/mail/u/0/#inbox>

Search mail

1 of 7,462

How to Drive Revenue with Line Pay

Line Pay Agent
to James Liu

1:04 PM (0 min ago)

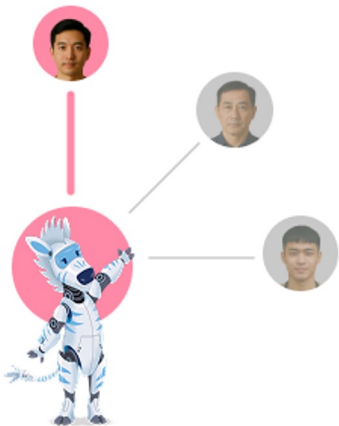
Hey,

Congrats, your meeting had been booked with Emma Tsai! :

Your meeting details

Friday, June 27, 2024, 11:00 AM - 11:30 AM (Asia/Taipei (GMT+8:00))

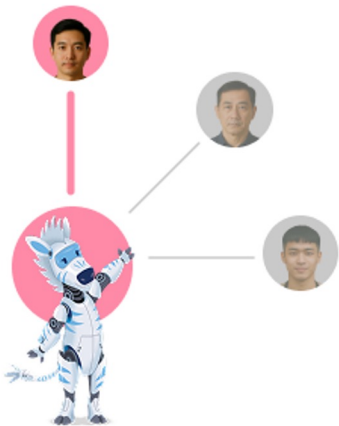
Sent by Emma Tsai's AI Agent



Agent Workflow

- ✓ Send Email
- ✓ Answer Questions
- ✓ Book Meetings

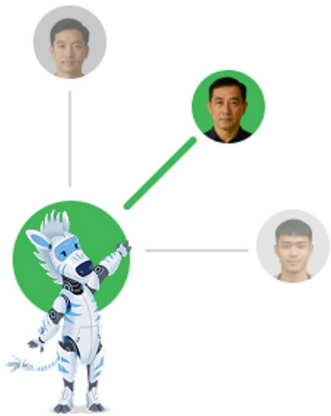




Agent Workflow

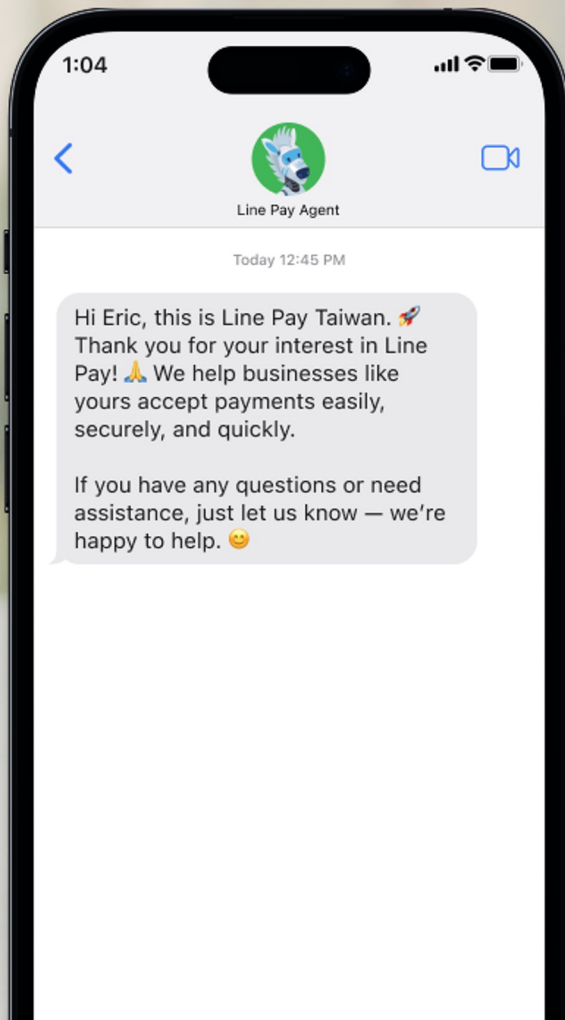
- ✓ Send Email
- ✓ Answer Questions
- ✓ Book Meetings
- ✓ Hand Off to Seller

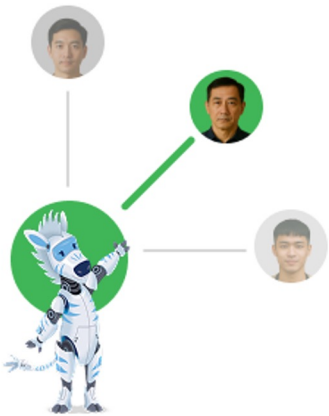




Agent Workflow

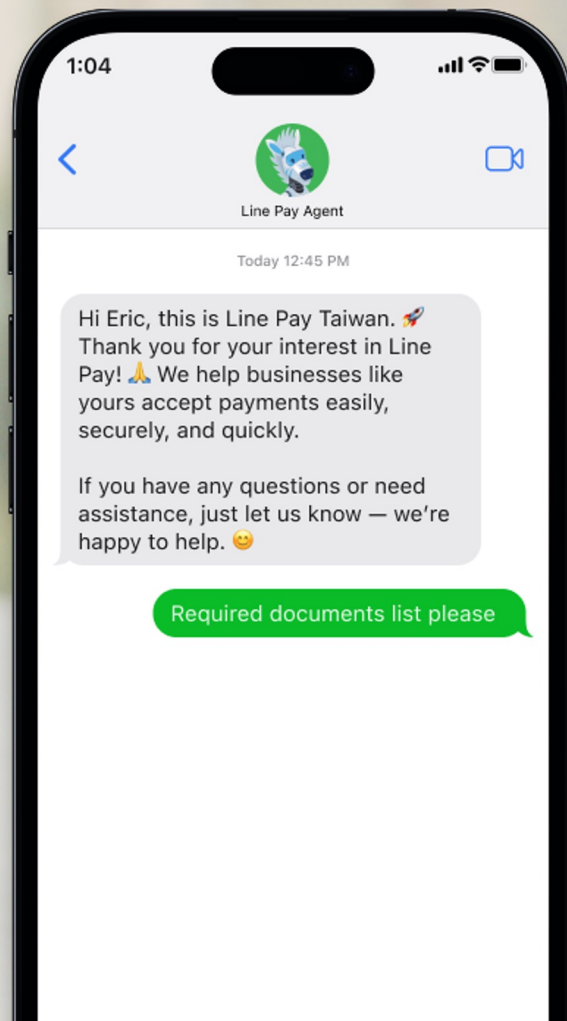
✔ SMS Outreach

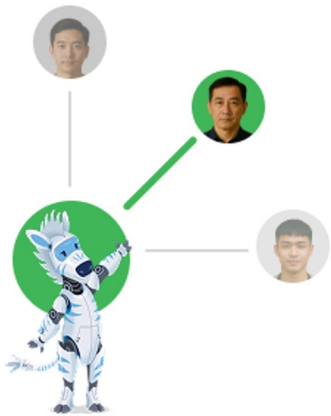




Agent Workflow

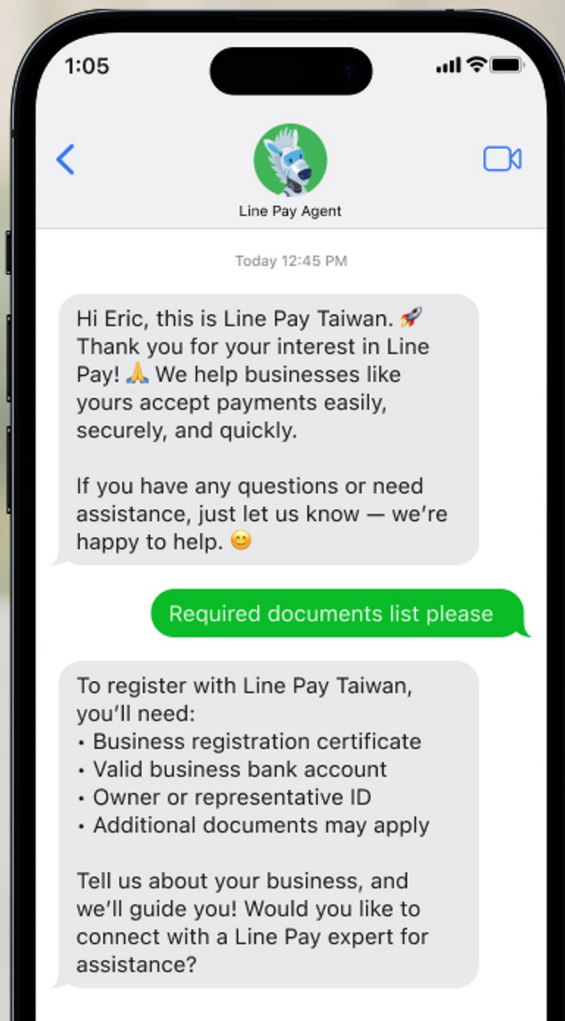
- ✓ SMS Outreach
-
- ✓ Answer Questions

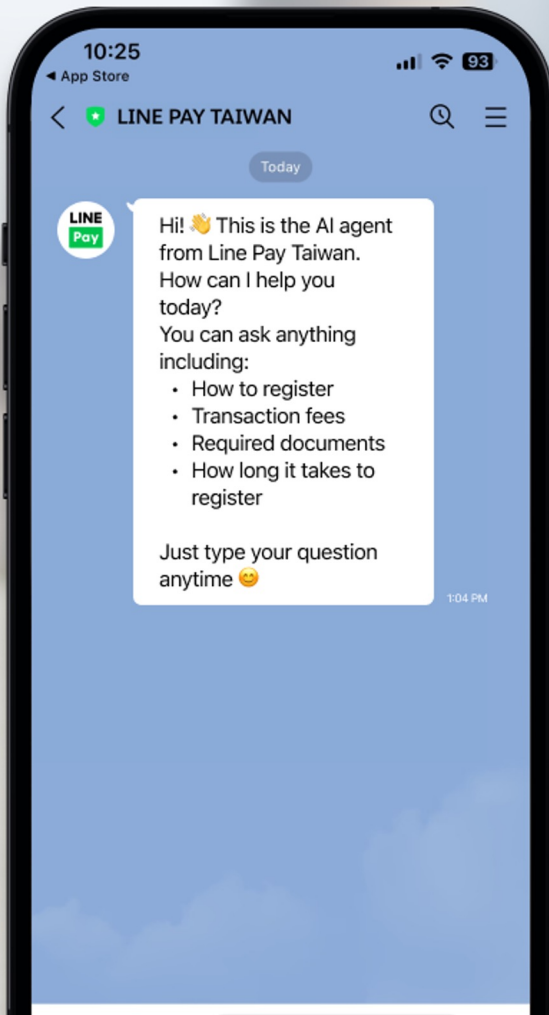
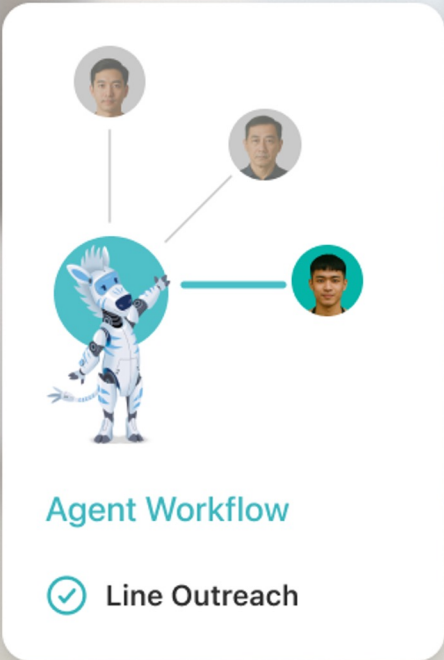


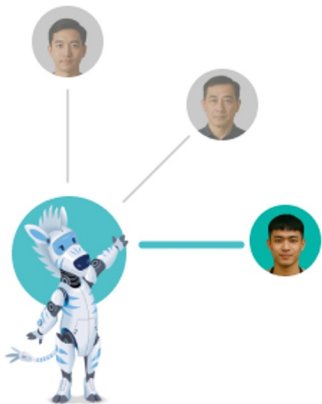


Agent Workflow

- ✓ SMS Outreach
- ✓ Answer Questions
- ✓ Hand Off to Seller

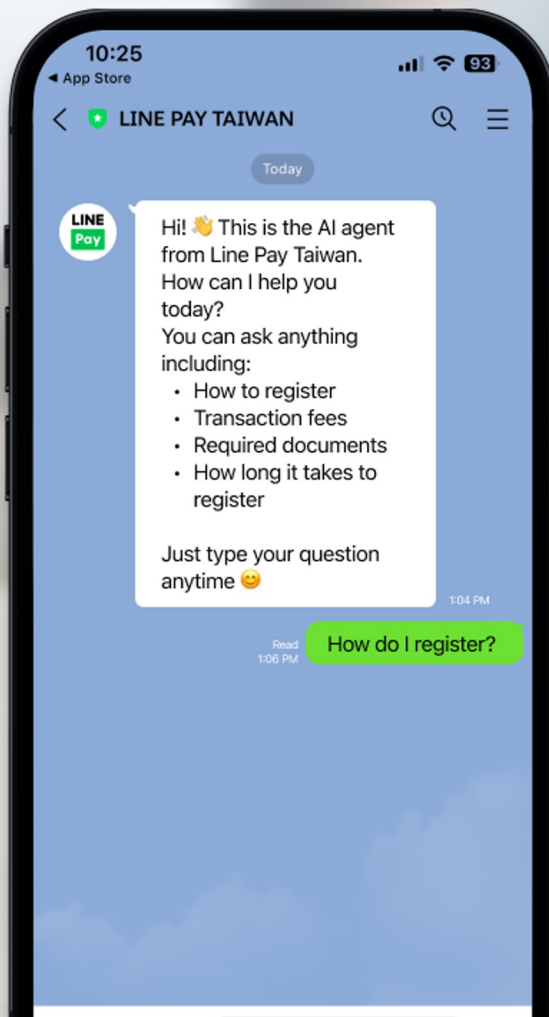


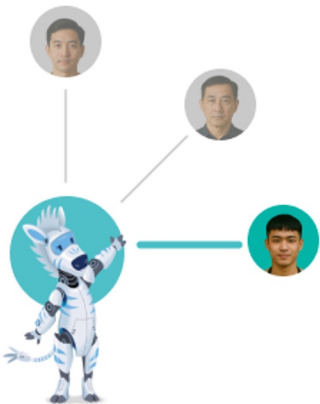




Agent Workflow

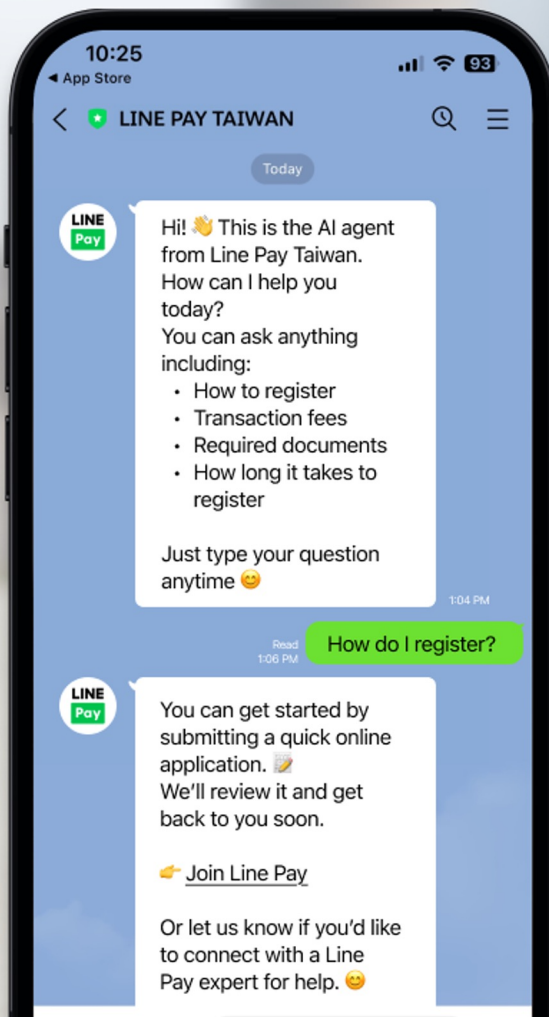
- ✔ Line Outreach
- ✔ Answer Questions





Agent Workflow

- ✓ Line Outreach
- ✓ Answer Questions
- ✓ Hand Off to Seller



Scene #1 : Summary

잠재고객발굴 Lead Nurturing

1 Outreach: Enterprise 기업 고객

2 Outreach: 중소규모 고객

3 Inbound: Line 채널 유입 고객

Scene #1 : Summary

잠재고객발굴 Lead Nurturing

1 Outreach: Enterprise 기업 고객

2 Outreach: 중소규모 고객

3 Inbound: Line 채널 유입 고객

“영업은 검증된 고객에게만 집중, 나머지는 AI Agent에게”

다수의 리드에 대해
자동화된 1차 검증

가맹, 프로모션 등
다양한 질문 해소

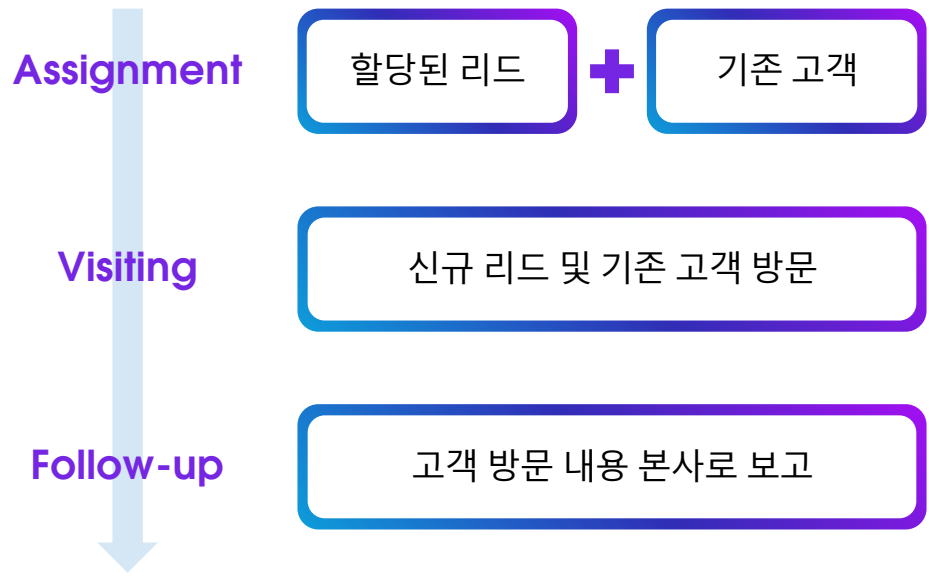
Email, SMS, Line 등
다양한 채널 활용

Outreach / Inbound
전반적인 고객 발굴



Scene #2

영업활동지원 Empowering Sales Reps



Challenges

“영업은 어느 고객을 만나야할지 어떤 이야기를 해야할지 판단이 어렵고, 본사에서는 영업 활동에 대한 가시성이 부족합니다.”

1. 우선 방문해야할 고객 판단이 어려움
2. 고객별로 적합한 제안이 무엇인지 판단하기 어려움
3. 영업 활동의 내부 보고를 위한 효율적 프로세스 부재
4. 영업 팀의 지속적인 확장을 지원할 시스템의 부재

전방위적 필드 영업 지원

Scene #2

영업활동지원 Empowering Sales Reps

1 Planning: 리드 방문 계획

2 Recommendation: 인근 고객 추천

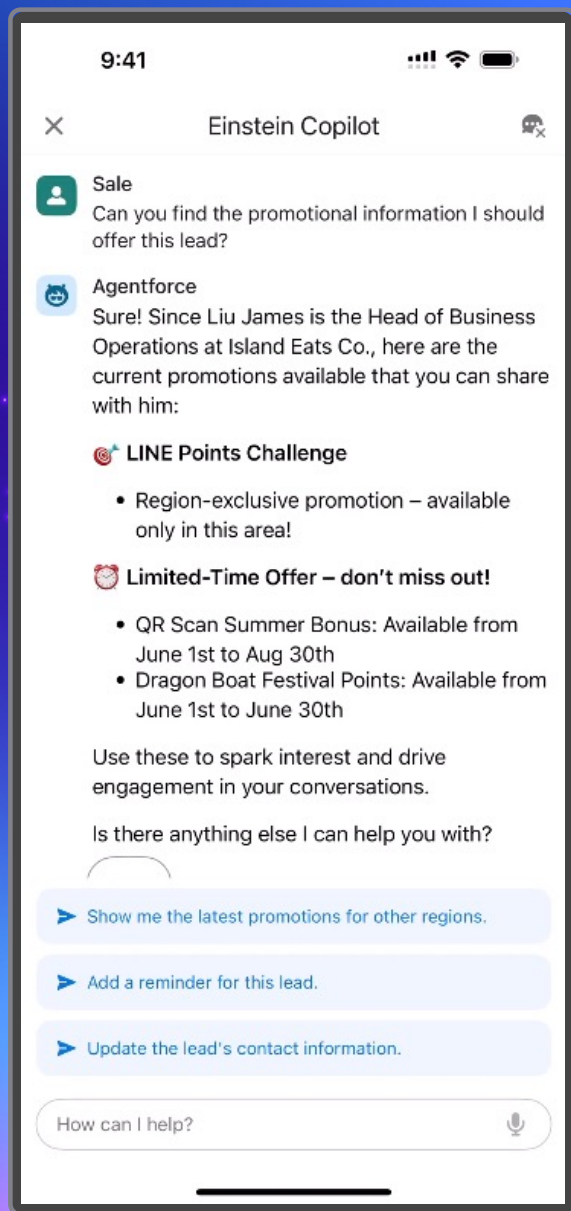
3 Visit: 데이터 기반 제안

4 Follow-up: CRM 업데이트

1 Planning: 리드 방문 계획

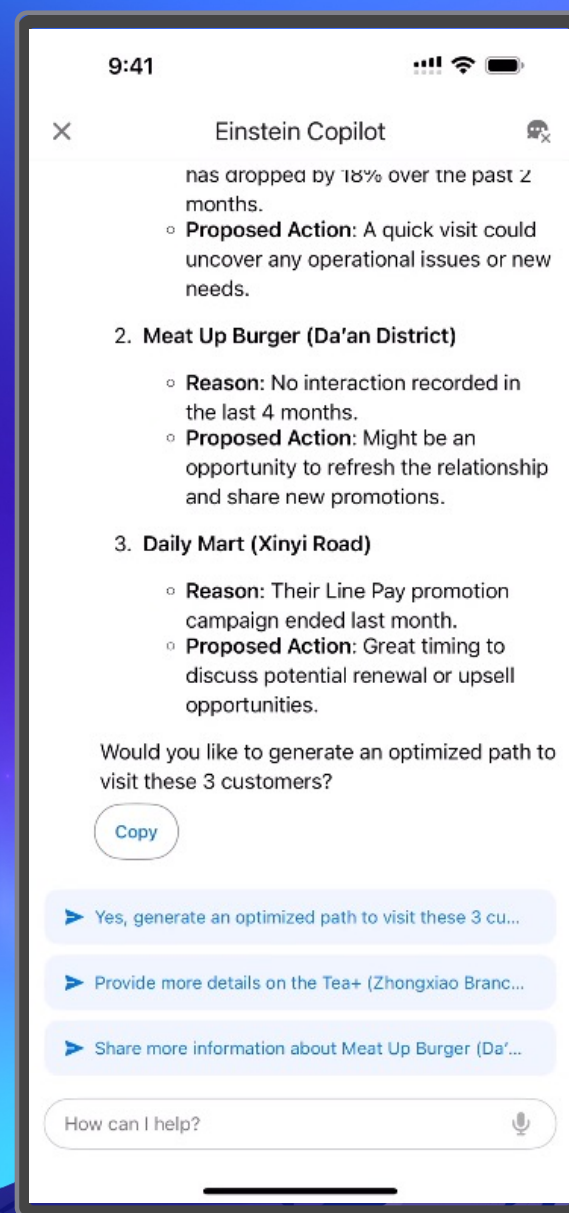
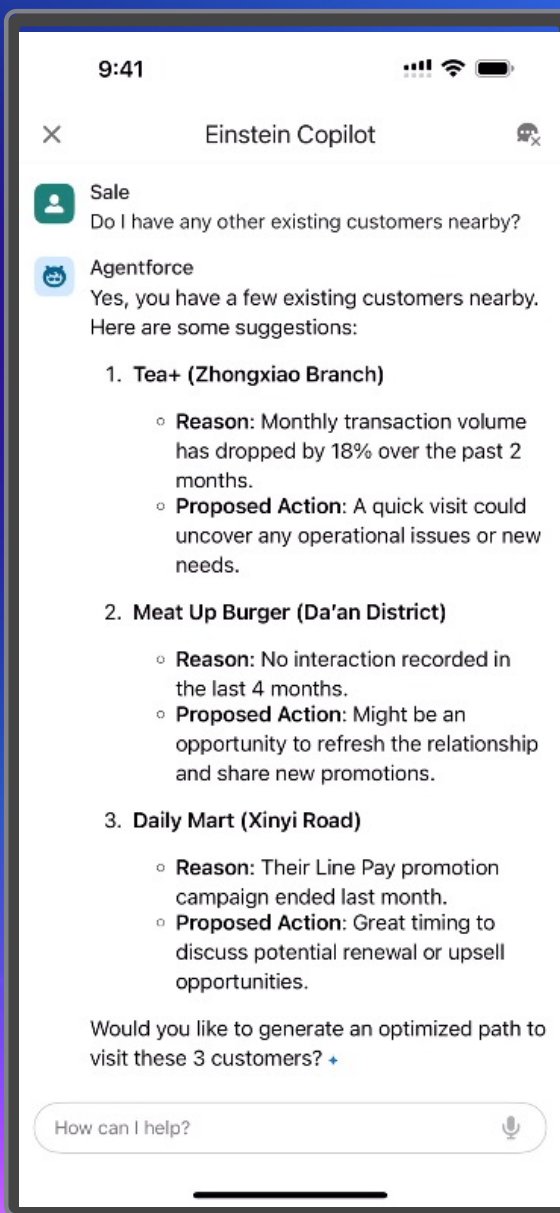
할당받은 James Liu 리드 요약해줄래?

James Liu에게 어떤 프로모션을 제안하면 좋을지 추천해줄래?



James Liu 매장 인근에 함께 방문할만한 기존고객들도 추천해줄래?

추천해준 고객들을 모두 방문하고 싶어. 효과적으로 방문할 수 있게 방문 루트를 생성해줄래?

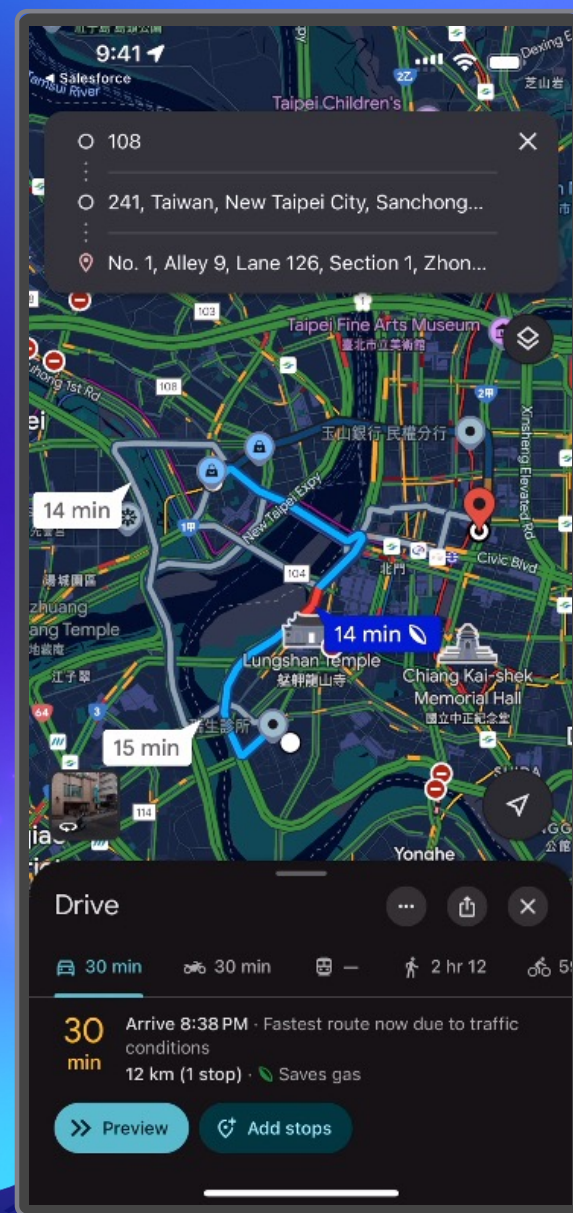
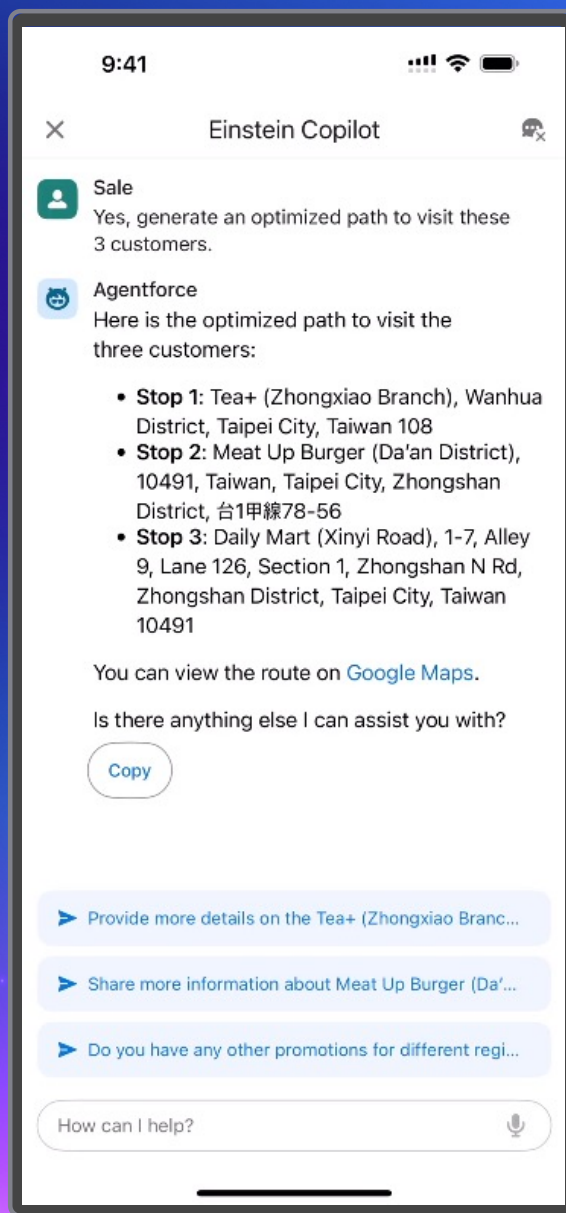


2

Recommendation: 인근 고객 추천

James Liu 매장 인근에 함께 방문할만한 기존고객들도 추천해줄래?

추천해준 고객들을 모두 방문하고 싶어. 효과적으로 방문할 수 있게 방문 루트를 생성해줄래?

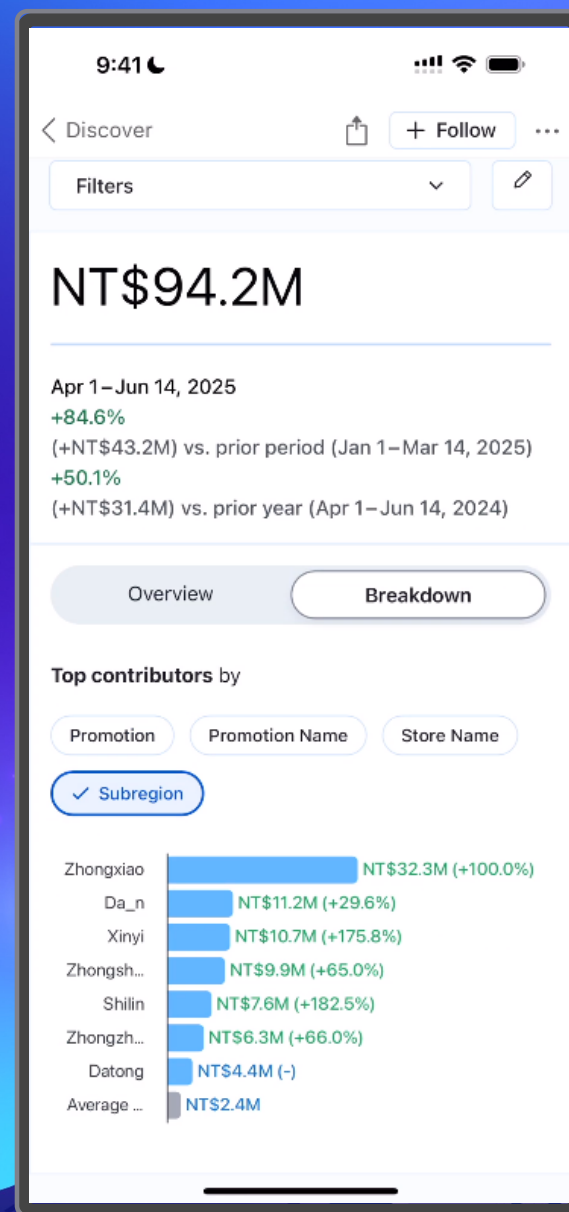
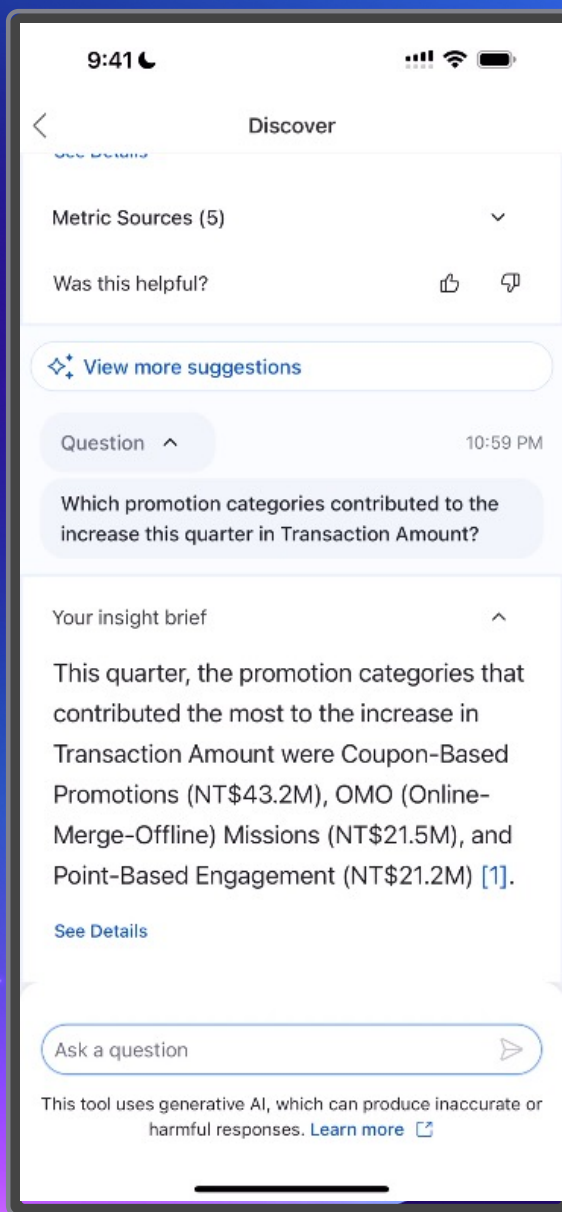


3

Visit: 데이터 기반 제안

추천해준 고객 중 첫 고객인
Tea+에 어떤 프로모션을 추천해야할까?

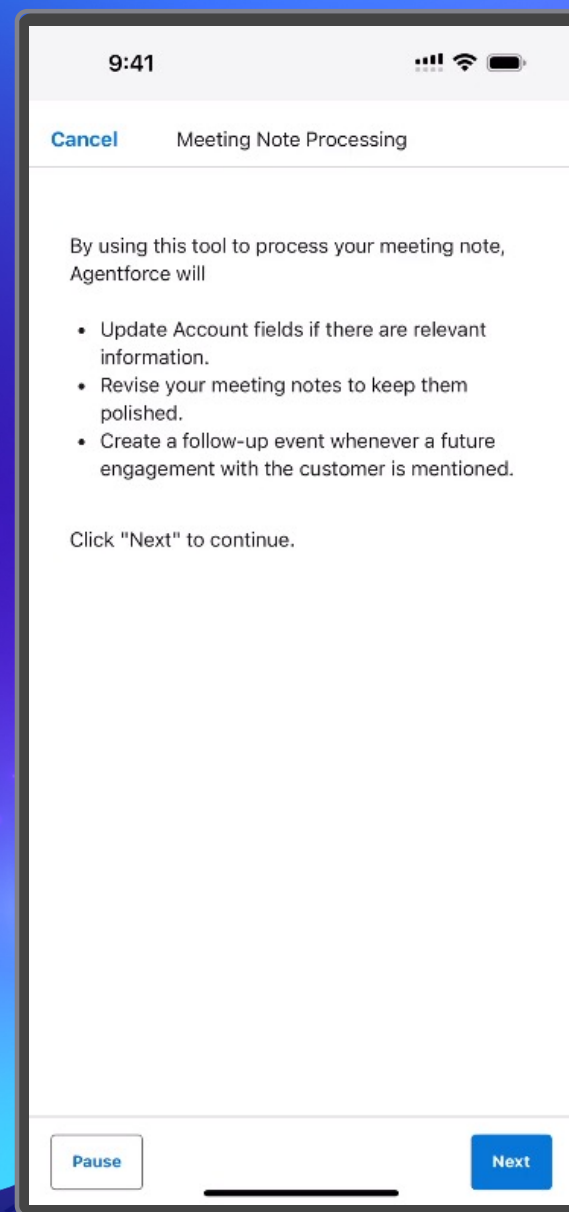
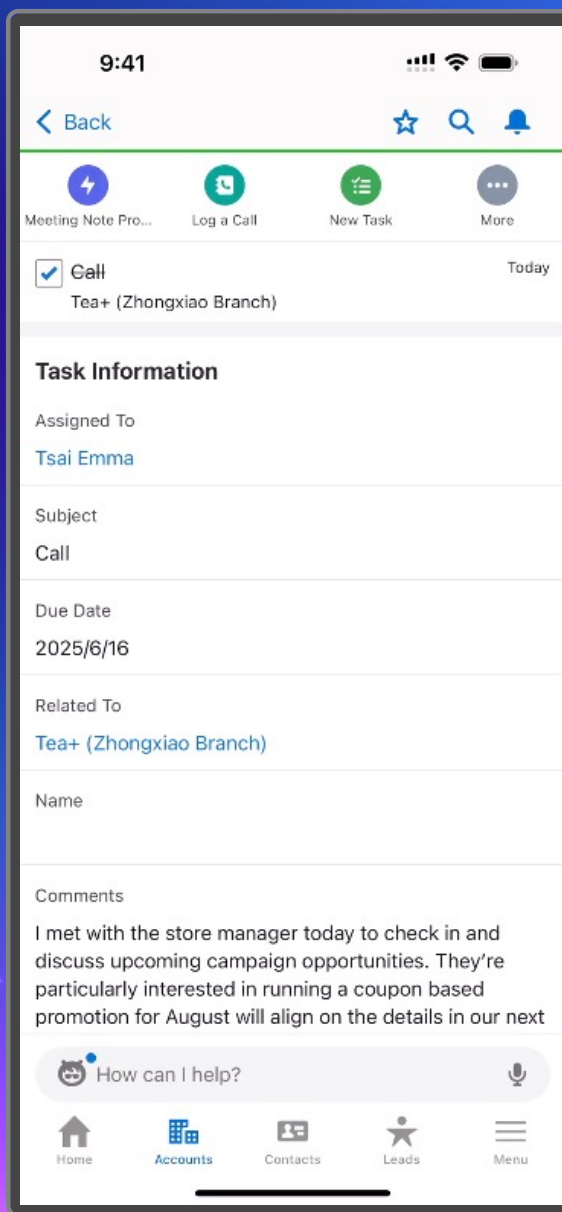
Tea+가 위치한 Zhongxiao
지역에 특별히 더 효과가 좋
았던 프로모션은 없을까?



4 Follow-up: CRM 업데이트

고객 방문 후, 모바일에서
미팅 노트를 좀 더 손쉽게 작
성할 순 없을까?

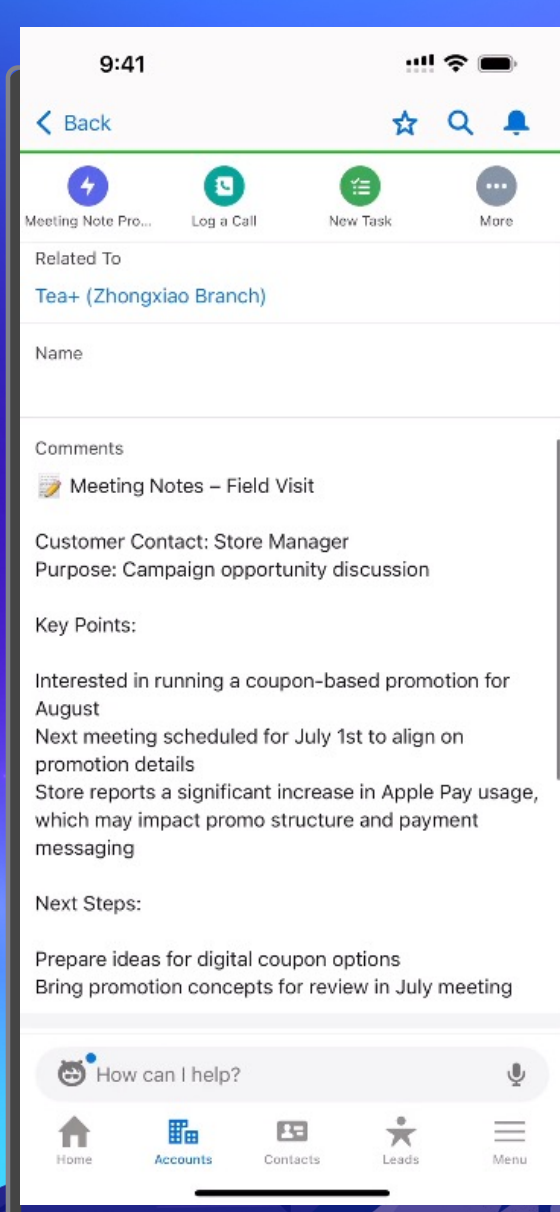
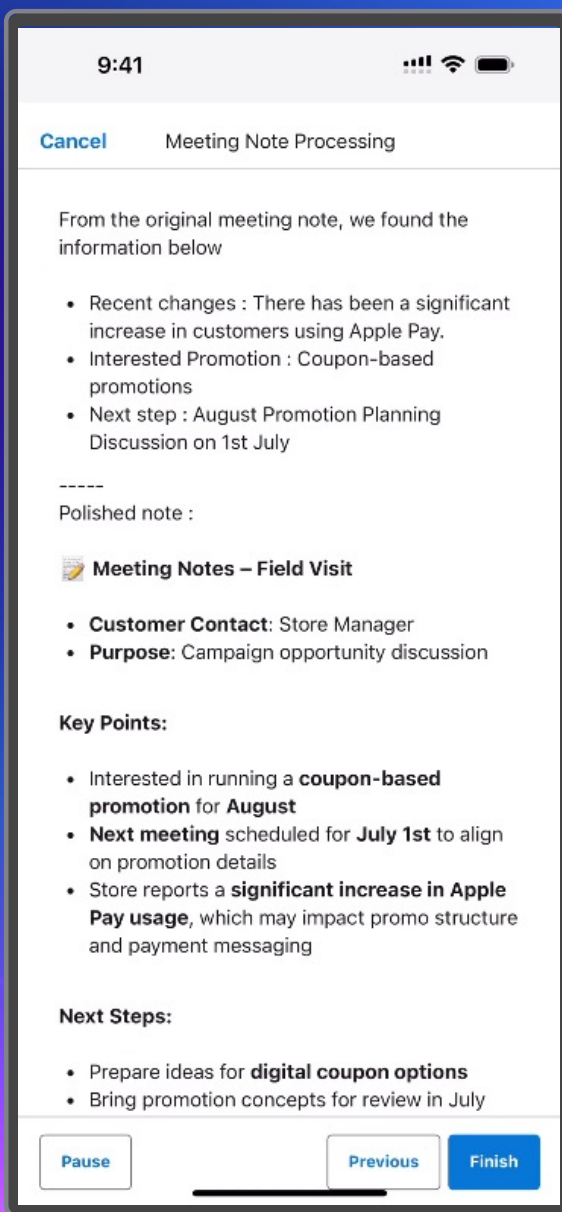
미팅 노트에 언급된 관련 필
드 정보나 다음 일정을 자동
으로 생성해줄래?



4 Follow-up: CRM 업데이트

고객 방문 후, 모바일에서
미팅 노트를 좀 더 손쉽게 작
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으로 생성해줄래?



Scene #2

영업활동지원

Empowering Sales Reps

- 1 Planning: 리드 방문 계획
- 2 Recommendation: 인근 고객 추천
- 3 Visiting: 데이터 기반 제안
- 4 Follow-up: CRM 업데이트

Scene #2

salesforce

영업활동지원 Empowering Sales Reps

“영업은 더 효율적으로, 성과는 더 빠르게,
AI Assistant와 함께하는 영업”

1 Planning: 리드 방문 계획

2 Recommendation: 인근 고객 추천

3 Visiting: 데이터 기반 제안

4 Follow-up: CRM 업데이트



데이터 기반 영업 계획 수립

고객을 더 잘 이해할 수 있는
풍부한 Context

고객 제안을 돕는
Sales Advisor

Operation에 대한
부담을 최소화

• 화면 내 모든 데이터는 실제 데이터가 아닙니다.

B2B Sales Cycle

리드 생성 및 Nurturing

영업기회 Follow-up

기고객 Expansion

Pipeline ↑

Win Rate ↑

Revenue ↑

실시간
미팅 예약

리드 24/7
Nurturing

Summarize,
Next Step,
Email 작성

CRM 자동
업데이트

Data-Driven
Account Plan
작성

Whitespace
분석 & 제안

Agentified



Agentforce

Pipeline ↑

Win Rate ↑

Revenue ↑

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Agentforce for Sales salesforce.com/sales/ai-sales-agent

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Sales

Overview

Sales Products ▾

Solutions ▾

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Join the community

Watch demo

Salesforce is seeing 33% faster meeting prep and a 10% increase in win rates thanks to Agentforce. [Learn how](#)

Agentforce for Sales

Your limitless sales team, pipeline to paycheck. Scale effortlessly with Agentforce – your new digital workforce – built on the Salesforce Platform. Nurture inbound leads 24/7, coach every rep on every opportunity, and automate quoting. Personalize every interaction and ensure accurate, trusted responses using your deal and customer data. Get started in minutes with prebuilt actions, and easily customize to fit your business needs.

Watch demos

Talk to an expert



Lead Nurture

Qualification

Opportunity

Deal Closed



Sales Agents Setup

Getting Started



Sales Development

Quick Start



Sales Coaching

Quick Start



Quoting

Quick Start



Ask Agentforce

Agentforce Booth



1F | Campground 360



16 Booths

- | | | |
|----------|------------|------------|
| Sales | Tableau | RCG |
| Service | Slack | MFG |
| MuleSoft | Platform | Healthcare |
| MC | Data Cloud | Finance |
| CC | Community | SMB |
| TA | | |

2F & 3F | Experience Zones

Ask the Agentforce



Camp Trailhead



Meet the Hackathon Winners



Slack Experience Zone

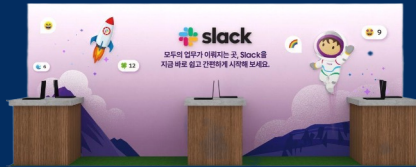


Tableau Experience Zone





THANK
YOU

Korea

