

To: [Insert Superior's Name]

Subject Line: Proposal: Training in Salesforce Agentforce AI Capabilities

Dear [Superior's Name],

I've been closely following Salesforce's progress in AI, and I believe one of the most impactful developments for our team is **Agentforce**, Salesforce's platform for building and deploying AI Agents directly inside the CRM.

With Agentforce, we can now design digital agents that handle routine tasks, guide customer interactions, more dynamically automate our processes, and even integrate with external systems. These agents are being used in sales, service, and operations to save time, increase customer satisfaction, and reduce manual work.

That said, there are barriers that could keep us from getting full value out of Agentforce. While the technology is powerful, the real differentiator is **our ability to design, configure, and safely deploy these AI Agents**. There are plenty of stories about underutilizing Agentforce or simply not getting an ROI from it due to not having internal resources who understand how agents are structured and deployed.

AI Force Training is the training company filling this gap. They offer a specialized **Agentforce Boot Camp** designed specifically for Salesforce professionals. The program includes:

- **Hands-on Agentforce learning:** From building agents to managing advanced multi-step workflows.
- **Practical use cases:** Learning tied to actual Salesforce implementations like SDR agents, case automations, lead qualification, and sales support.
- **Security & governance:** Ensuring responsible and compliant use of AI within Salesforce protecting company data.
- **Tools & resources:** Structured course curriculum with instructor-led classes, a collaborative Slack classroom, networking, peer support, instructor support, post-training project support and more.
- **Certification:** Participants earn the AI Force Agentforce Engineer certification, demonstrating applied Agentforce expertise with the ability to deploy agents.. Participants are expected to continue on to take the Salesforce Agentforce Specialist certification after training.

The cost of the training program is **\$1299 per participant**, and is a must to keep pace with the rapid AI rollout from Salesforce.

If we invest in this training, I see immediate application for our team in projects such as:

- Automating service case responses
- Building an AI Agent to qualify and route inbound leads.
- Streamlining internal processes by having AI Agents ready for internal user's workflows

Past Agentforce Boot Camp participants have deployed Agents for:

- Supporting customers during a global event attended by 10+ million fans
- Automating invoice review and approval based on company policy where previous automations were unsuccessful
- Helping develop sales pipeline by chatting with new website visitors to guide them to the right products all while qualifying them for handoff to internal sales reps

Given the speed at which Salesforce is moving with Agentforce, and the competitive advantage of being an early adopter, I believe investing in this training now positions us ahead of the curve. I'm happy to coordinate next steps or set up a conversation with the AI Force Training team to answer questions.

Thank you for considering this opportunity. I look forward to your feedback.

Best regards,
[Your Name]