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Salesforce SalesForce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Einstein Trust Layer: This section evaluates the skills of Salesforce AI specialists responsible for implementing security protocols and safeguarding data privacy. It emphasizes the security, privacy, and foundational features of the Einstein Trust Layer.
Topic 2	<ul style="list-style-type: none">Prompt Builder: This section evaluates the expertise of AI specialists working with Salesforce's AI tools. It focuses on the Prompt Builder feature, requiring candidates to understand its usage based on business needs.
Topic 3	<ul style="list-style-type: none">Model Builder: This portion of the exam focuses on Salesforce AI specialists' expertise in working with AI models within Salesforce environments. Candidates will need to demonstrate knowledge of when to use the Model Builder and how to configure standard, custom, or Bring Your Own Large Language Model (BYOLLM) generative models to meet business needs.
Topic 4	<ul style="list-style-type: none">Generative AI in CRM Applications: This part of the exam assesses AI specialists' knowledge of generative AI within CRM systems. It covers the use of generative AI features in Einstein for Sales and Einstein for Service.
Topic 5	<ul style="list-style-type: none">Agentforce Tools: In this topic, AI specialists get knowledge using agents when it is appropriate. Moreover, the topic explains the working of agents and reasoning engine powers Agentforce. Lastly, the topic focuses on managing and monitoring agent adoption.

Salesforce Salesforce-AI-Specialist Questions - Latest Salesforce-AI-Specialist Dumps [2026]

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Salesforce Certified AI Specialist Exam Sample Questions (Q129-Q134):

NEW QUESTION # 129

The sales team at a hotel resort would like to generate a guest summary about the guests' interests and provide recommendations based on their activity preferences captured in each guest profile. They want the summary to be available only on the contact record page.

Which AI capability should the team use?

- A. Prompt Builder
- B. Model Builder
- C. Einstein Copilot

Answer: A

Explanation:

The sales team at a hotel resort wants to generate a guest summary about guests' interests and provide recommendations based on their activity preferences captured in each guest profile. They require the summary to be available only on the contact record page.

Solution:

Use Prompt Builder to create a prompt template that generates the desired summary and displays it on the contact record page.

Prompt Builder:

Purpose: Allows the creation of custom prompt templates that leverage AI to generate content based on Salesforce data.

Functionality:

Field Generation Templates: Can be used to populate fields on records with AI-generated summaries.

Customization: Enables the AI Specialist to design prompts that utilize data from the guest profiles to produce personalized summaries and recommendations.

Relevance to the Use Case:

The sales team wants the summary to be available on the contact record page, which aligns with the capabilities of Prompt Builder to generate and display content on specific record pages.

Implementation Steps:

Create a Field Generation Prompt Template:

Use Prompt Builder to create a new prompt template of type Field Generation.

Design the prompt to instruct the AI to generate a summary based on the guest's interests and activity preferences.

Include Relevant Data:

Use merge fields to include data from the guest profile in the prompt.

Ensure that the prompt accesses the necessary fields to generate accurate recommendations.

Configure the Contact Page Layout:

Add the field that will display the AI-generated summary to the contact record page layout.

Ensure that the field is only visible where appropriate, adhering to the requirement of availability only on the contact record page.

Why Not Einstein Copilot or Model Builder:

Option A (Einstein Copilot):

Purpose: Einstein Copilot is a conversational AI assistant designed to interact with users through natural language.

Mismatch with Requirements:

The team wants a static summary displayed on the contact record page, not an interactive conversational experience.

Option C (Model Builder):

Purpose: Model Builder is used to create custom AI models for predictions and classifications.

Inapplicability:

Building a custom model is unnecessary for generating text summaries based on existing data.

Model Builder does not directly provide functionality to generate and display summaries on record pages.

Reference:

Salesforce AI Specialist Documentation - Prompt Builder Overview:

Provides an introduction to Prompt Builder and its capabilities.

Salesforce Help - Creating Field Generation Prompt Templates:

Guides on creating prompt templates that generate content for fields on records.

Salesforce Trailhead - Customize AI Content with Prompt Builder:

Offers hands-on experience in building and customizing prompt templates.

Conclusion:

By utilizing Prompt Builder, the sales team can create a customized prompt template that generates personalized guest summaries and recommendations based on activity preferences. This solution meets the requirement of displaying the summary only on the contact record page, enhancing the team's ability to engage with guests effectively.

NEW QUESTION # 130

Universal Containers wants to utilize Einstein for Sales to help sales reps reach their sales quotas by providing AI-generated plans containing guidance and steps for closing deals.

Which feature should the AI Specialist recommend to the sales team?

- A. Create Close Plan
- B. Find Similar Deals
- C. Create Account Plan

Answer: A

Explanation:

The "Create Close Plan" feature is designed to help sales reps by providing AI-generated strategies and steps specifically focused on closing deals. This feature leverages AI to analyze the current state of opportunities and generate a plan that outlines the actions, timelines, and key steps required to move deals toward closure. It aligns directly with the sales team's need to meet quotas by offering actionable insights and structured plans.

* Find Similar Deals (Option A) helps sales reps discover opportunities similar to their current deals but doesn't offer a plan for closing.

* Create Account Plan (Option B) focuses on long-term strategies for managing accounts, which might include customer engagement and retention, but doesn't focus on deal closure.

Salesforce AI Specialist References: For more information on using AI for sales, visit: https://help.salesforce.com/s/articleView?id=sf.einstein_for_sales_overview.htm

NEW QUESTION # 131

Northern Trail Outfitters (NTO) wants to configure Einstein Trust Layer in its production org but is unable to see the option on the Setup page.

After provisioning Data Cloud, which step must an AI Specialist take to make this option available to NTO?

- A. Turn on Prompt Builder.
- B. Turn on Einstein Copilot.
- C. Turn on Einstein Generative AI.

Answer: C

Explanation:

For Northern Trail Outfitters (NTO) to configure the Einstein Trust Layer, the Einstein Generative AI feature must be enabled. The Einstein Trust Layer is closely tied to generative AI capabilities, ensuring that AI-generated content complies with data privacy, security, and trust standards.

* Option A (Turning on Einstein Copilot) is unrelated to the setup of the Einstein Trust Layer, which focuses more on generative AI interactions and data handling.

* Option C (Turning on Prompt Builder) is used for configuring and building AI-driven prompts, but it does not enable the Einstein Trust Layer.

Salesforce AI Specialist References: For more details on the Einstein Trust Layer and setup steps: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_overview.htm

NEW QUESTION # 132

Which use case is best supported by Salesforce Einstein Copilot's capabilities?

- A. Bring together a conversational interface for interacting with AI for all Salesforce users, such as developers and ecommerce retailers.
- B. Enable data scientists to train predictiveAI models with historical CRM data using built-in machine learning capabilities
- C. Enable Salesforce admin users to create and train custom large language models (LLMs) using CRM data.

Answer: A

Explanation:

Salesforce Einstein Copilot is designed to provide a conversational AI interface that can be utilized by different types of Salesforce users, such as developers, sales agents, and retailers. It acts as an AI-powered assistant that facilitates natural interactions with the system, enabling users to perform tasks and access data easily. This includes tasks like pulling reports, updating records, and generating personalized responses in real time.

* Option A is correct because Einstein Copilot brings a conversational interface that caters to a wide range of users.

* Option B and Option C are more focused on developing and training AI models, which are not the primary functions of Einstein Copilot.

References:

* Salesforce Einstein Copilot Overview: https://help.salesforce.com/s/articleView?id=einstein_copilot_overview.htm

NEW QUESTION # 133

A service agent is looking at a custom object that stores travel information. They recently received a weather alert and now need to cancel flights for the customers that are related with this itinerary. The service agent needs to review the Knowledge articles about canceling and rebooking the customer flights.

Which Einstein Copilot capability helps the agent accomplish this?

- A. Execute tasks based on available actions, answering questions using information from accessible Knowledge articles.
- B. Invoke a flow which makes a call to external data to create a Knowledge article.
- C. Generate a Knowledge article based off the prompts that the agent enters to create steps to cancel flights.

Answer: C

Explanation:

In this scenario, the Einstein Copilot capability that best helps the agent is its ability to execute tasks based on available actions and answer questions using data from Knowledge articles. Einstein Copilot can assist the service agent by providing relevant Knowledge articles on canceling and rebooking flights, ensuring that the agent has access to the correct steps and procedures directly within the workflow.

This feature leverages the agent's existing context (the travel itinerary) and provides actionable insights or next steps from the relevant Knowledge articles to help the agent quickly resolve the customer's needs.

The other options are incorrect:

B refers to invoking a flow to create a Knowledge article, which is unrelated to the task of retrieving existing Knowledge articles.

C focuses on generating Knowledge articles, which is not the immediate need for this situation where the agent requires guidance on existing procedures.

Reference:

Salesforce Documentation on Einstein Copilot

Trailhead Module on Einstein for Service

NEW QUESTION # 134

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