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Salesforce Certified Platform Foundations Sample Questions (Q75-Q80):

NEW QUESTION # 75

Get Cloudy Consulting plans to implement Agentforce to enhance their sales team's efficiency. Which activity does Agentforce support?

- A. Prioritizing sales activities based on lead conversion likelihood
- B. Automating emails to leads at pre-defined times
- C. Scheduling meetings with leads

Answer: A

Explanation:

Agentforce, part of Salesforce's Sales Cloud, utilizes Einstein AI and predictive analytics to enhance the efficiency of sales teams. Key capabilities of Agentforce include:

- * Lead Scoring: Using AI to assign scores based on the likelihood of conversion, allowing sales teams to prioritize activities.

- * Opportunity Insights: Providing actionable recommendations based on historical and predictive data.

- * Next Best Action: Offering suggestions to engage leads effectively.

- * A. Scheduling meetings with leads: This functionality may involve Salesforce Calendar or integrated scheduling tools, not directly Agentforce.

- * C. Automating emails to leads at pre-defined times: This is a feature of Salesforce Pardot or Marketing Cloud, not Agentforce.

References from Salesforce Documentation:

- * Salesforce Sales Cloud Overview

- * Einstein Lead Scoring

- * Salesforce Associate Exam Guide

NEW QUESTION # 76

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