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Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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 Certified AI Specialist Exam Sample Questions (Q111-Q116):

NEW QUESTION # 111

Universal Containers wants to make a sales proposal and directly use data from multiple unrelated objects (standard and custom) in a prompt template.

What should the AI Specialist recommend?

- A. Create a prompt template-triggered flow to access the data from standard and custom objects.
- B. Create a Flex template to add resources with standard and custom objects as inputs.**
- C. Create a prompt template passing in a special custom object that connects the records temporarily,

Answer: B

Explanation:

Universal Containers needs to generate a sales proposal using data from multiple unrelated standard and custom objects within a prompt template. The most effective way to achieve this is by using a Flex template.

Flex templates in Salesforce allow AI specialists to create prompt templates that can accept inputs from multiple sources, including various standard and custom objects. This flexibility enables the direct use of data from unrelated objects without the need to create intermediary custom objects or complex flows.

References:

* Salesforce AI Specialist Documentation - Flex Templates: Explains how Flex templates can be utilized to incorporate data from multiple sources, providing a flexible solution for complex data requirements in prompt templates.

NEW QUESTION # 112

A support team handles a high volume of chat interactions and needs a solution to provide quick, relevant responses to customer inquiries.

Responses must be grounded in the organization's knowledge base to maintain consistency and accuracy.

Which feature in Einstein for Service should the support team use?

- A. Einstein Service Replies
- B. Einstein Reply Recommendations**
- C. Einstein Knowledge Recommendations

Answer: B

Explanation:

The support team should use Einstein Reply Recommendations to provide quick, relevant responses to customer inquiries that are grounded in the organization's knowledge base. This feature leverages AI to recommend accurate and consistent replies based on historical interactions and the knowledge stored in the system, ensuring that responses are aligned with organizational standards.

Einstein Service Replies (Option A) is focused on generating replies but doesn't have the same emphasis on grounding responses in the knowledge base.

Einstein Knowledge Recommendations (Option C) suggests knowledge articles to agents, which is more about assisting the agent in finding relevant articles than providing automated or AI-generated responses to customers.

Salesforce AI Specialist Reference:

For more information on Einstein Reply Recommendations: <https://help.salesforce.com/s/articleView>?

NEW QUESTION # 113

An AI Specialist wants to troubleshoot their Agent's performance.

Where should the AI Specialist go to access all user interactions with the Agent, including Agent errors, incorrectly triggered actions, and incomplete plans?

- A. Event Logs
- B. Plan Canvas
- C. Agent Settings

Answer: B

Explanation:

Event Logs in Salesforce capture detailed interaction data, including agent errors, triggered actions, and incomplete plans. These logs provide visibility into user-Agent interactions for troubleshooting performance issues. The Einstein Bot Analytics documentation highlights Event Logs as the primary source for auditing bot behavior and diagnosing issues like misconfigured actions or plan execution failures.

* Plan Canvas (B) is for designing workflows, not auditing.

* Agent Settings (C) control configuration but do not store interaction history.

NEW QUESTION # 114

How does Secure Data Retrieval ensure that only authorized users can access necessary Salesforce data for dynamic grounding?

- A. Retrieves Salesforces data based on the Prompt template's object permissions.
- B. **Retrieves Salesforce data based on the user's permissions executing the prompt.**
- C. Retrieves Salesforce data based on the 'Run As' users permissions.

Answer: B

Explanation:

Secure Data Retrieval enforces Salesforce's security model by dynamically grounding data access in the permissions of the user executing the prompt. This ensures compliance with CRUD (Create, Read, Update, Delete) and FLS (Field-Level Security) settings, preventing unauthorized access to sensitive data. For example, if a user lacks access to a specific object or field, the AI model cannot retrieve it for dynamic grounding.

* "Run As" user permissions (A) would bypass user-specific security, posing a compliance risk.

* Prompt template permissions (C) are not a Salesforce security mechanism; access is always tied to the user's profile and sharing settings.

NEW QUESTION # 115

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

Answer: C

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 Reference:

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

NEW QUESTION # 116

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