



Getting Ready For The AI Revolution



Mark Good
AI FORCE TRAINING
Founder

Thanks To Our Incredible Sponsors!

SERCANTE

salesforce

stensul

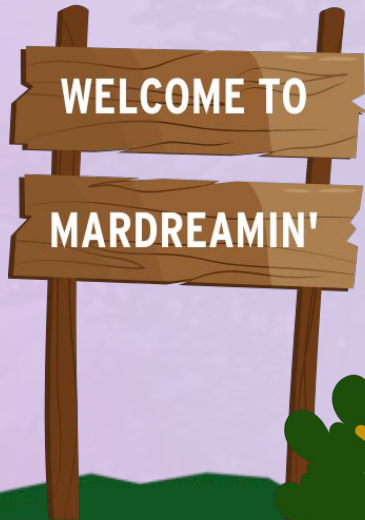
PFL

GRIDMATE

THE SPOT
by SERCANTE

FIONTA

Agenda



- **Current State of Marketing With AI**
 - **Current Salesforce Functionality**
- **The Future Promise of Einstein 1**
 - **Copilot**
 - **Copilot Studio**
 - **Trust Layer**
- **What makes this all possible?**
- **The Skills Gap**
- **Generate Images Examples**

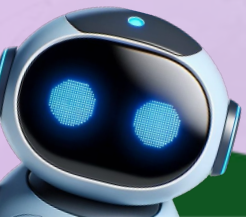
Goals

Understand What's Available

Understand What's Coming

Image Gen Tool: Dall-E 3

AI Strategy and Skills Takeaways



Salesforce Marketing AI



Generative AI Augments Marketing



northern trail outfitters Search...

Marketing Campaigns **New Campaign** Accounts Contacts Leads Reports Dashboards

Landing Page

Publish Open in Experience Builder

northern trail outfitters

Welcome to Park City

Welcome to the new Northern Trail Outfitters store in Park City, Utah! Our outdoor sports brand offers high-quality gear and apparel for your next adventure. Don't miss our grand opening deals and discounts. And don't miss the opportunity to meet skiers from the US Olympic Team! Visit us today and let's explore the great outdoors together!

First Name

Last Name

Email

Submit

northern trail

© 2013-2013 Northern Trail Outfitters

Einstein Assistant

I have generated the following image and updated the header

add a title

I have generated the following image and updated the header

add a signup form

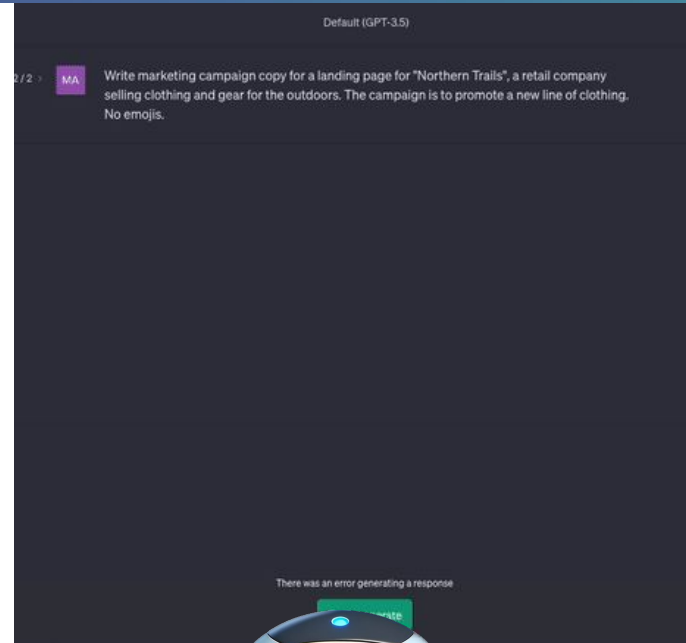
I have added the standard lead signup form to the landing page

Change Fields

Ask Einstein

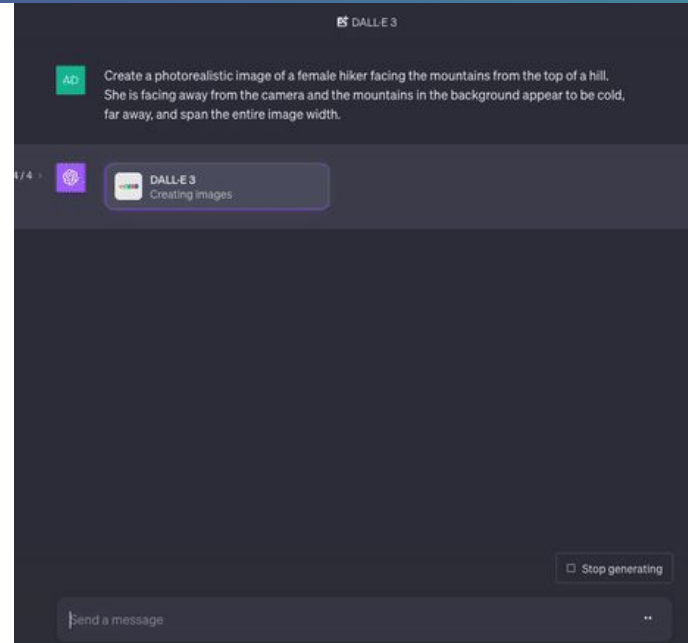
What's Important - Generative AI

- **Text Generation**
- Image Generation
- New User Interface
- Human in the Loop



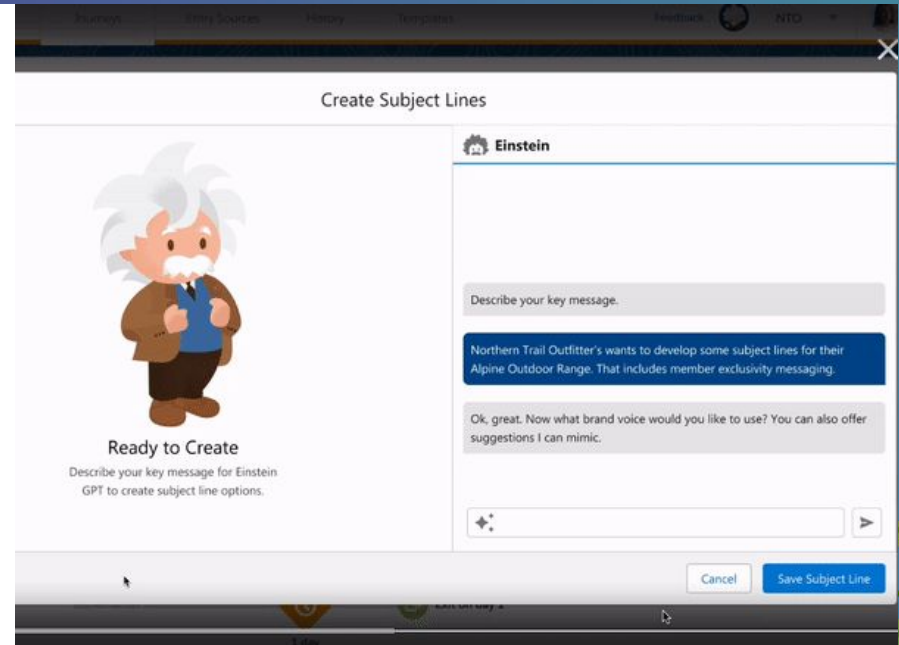
What's Important - Generative AI

- Text Generation
- **Image Generation**
- New User Interface
- Human in the Loop



What's Important - Generative AI

- Text Generation
- Image Generation
- **New User Interface**
- Human in the Loop



What's Important - Generative AI

- Text Generation
- Image Generation
- New User Interface
- **Human in the Loop**



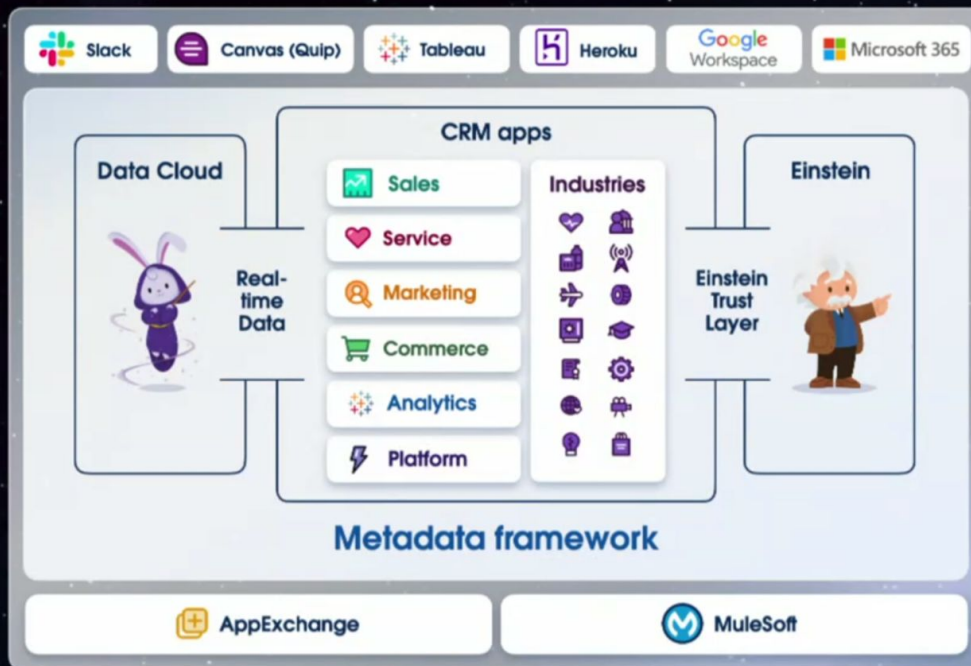
The Promise Of Einstein 1



Einstein 1

Trusted AI Platform for
Customer Companies

Integrated
Intelligent
Automated
Low code & no code
Open



Introducing

Einstein Copilot Studio

Prompt builder

Create reusable templates, connected to company data

Skills builder

Teach copilots to perform new actions for you



← Prompt Studio Templates Write Outreach Email Settings ? Help

Advanced Mode Activate Save As Save

Email Prompt Template

Generate an email that:

Insert:

1. The email will be sent from {{{Sender.Name}}} who works for {{{Sender.CompanyName}}}
2. Describe how Northern Trail Outfitters will benefit {{{Recipient.FirstName}}}’s company {{{Organization.Name}}}
3. Mention one new product from <https://www.northerntrailoutfitters.com/>
4. Offer delivery {{{DataCloud.DataCloudRetrieve:TYPE:Account_00D8Z000001rteH__dll.PreferredDeliveryMethod}}}

Playground

Record for Preview: Allison Yates

Grounded Prompt

Generate an email that:

1. The email will be sent from Victor Liu who works for Northern Trail Outfitters
2. Describe how Northern Trail Outfitters will benefit Allison's company Morpon Brothers
3. Mention one new product from <https://www.northerntrailoutfitters.com/>
4. Offer delivery Eco Shipping

Use the style provided in the configuration.

Generated Response

wanted to introduce you to our new product, the eco-Friendly Backpack, which is made with sustainable materials and perfect for any hiking or camping trip. Lastly, we offer delivery Eco Shipping, which not only benefits the environment but also provides a convenient and cost-effective option for your company. Thank you for considering Northern Trail Outfitters for your outdoor needs.

Best regards,

Victor Liu

Toxicity Harmless

Configuration

Language: English

Style: Casual

Sender: Sales Executive

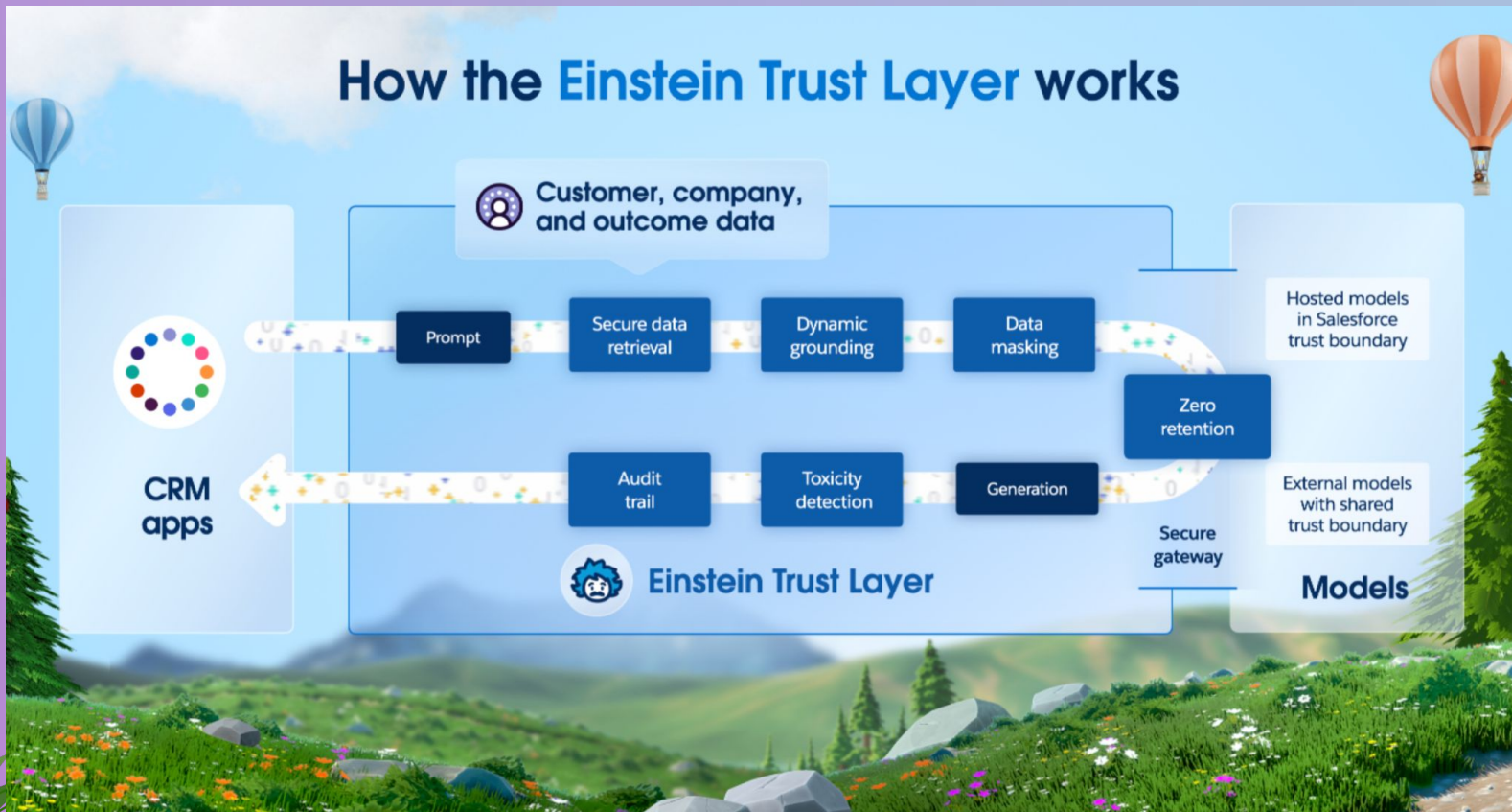
Recipient: Customer

Length: A few paragraphs

Provider:

- Open AI
- Anthropic
- Cohere
- Open AI

How the Einstein Trust Layer works

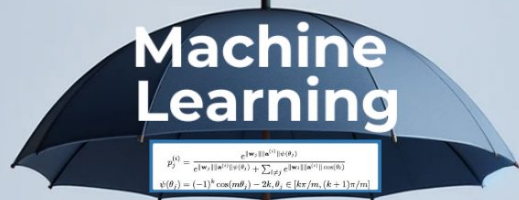




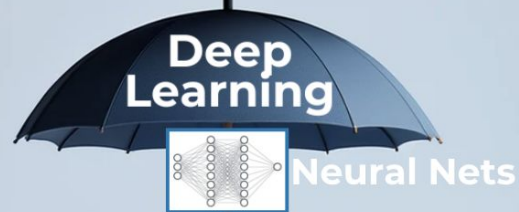
How Is This All Possible?



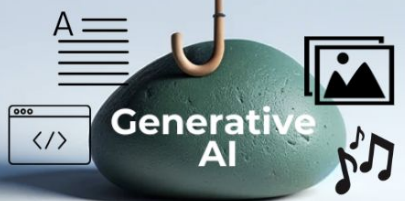
Machines that can think like a human - perform tasks like reasoning, planning, learning, and decision-making.



ML - Using data to create predictive models.



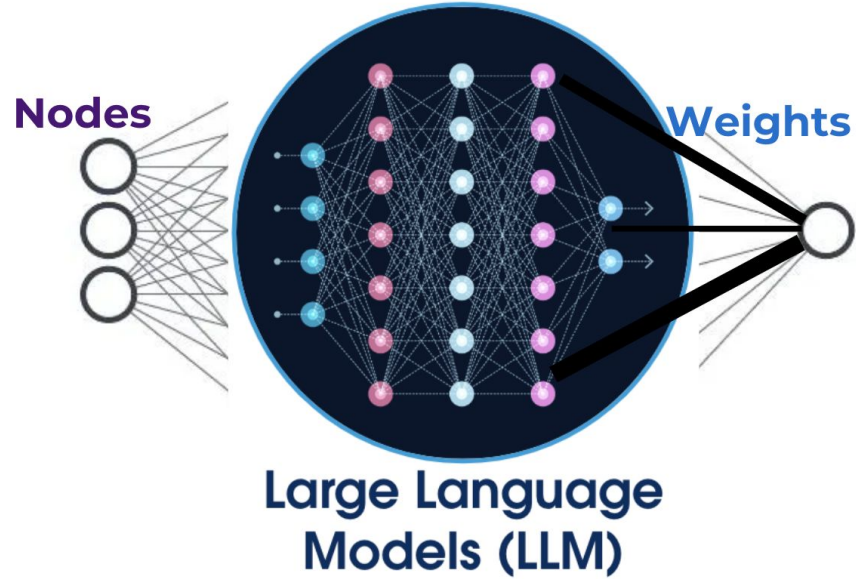
Uses neural networks to learn and perform tasks without programmed step-by-step instructions.



The name for the group of deep learning AIs that create new content such as text, imagery, code, voice, video, and more.



Where Does The Magic Happen

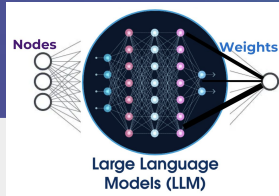


Large Language Model Process



Input or
Prompt

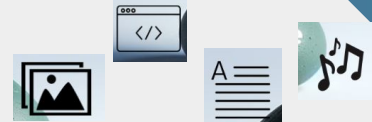
- Text
- Images
- Videos
- Files
- Code



LLM
Prediction

Input Encoding

Output Decoding
(Predictions)



Output

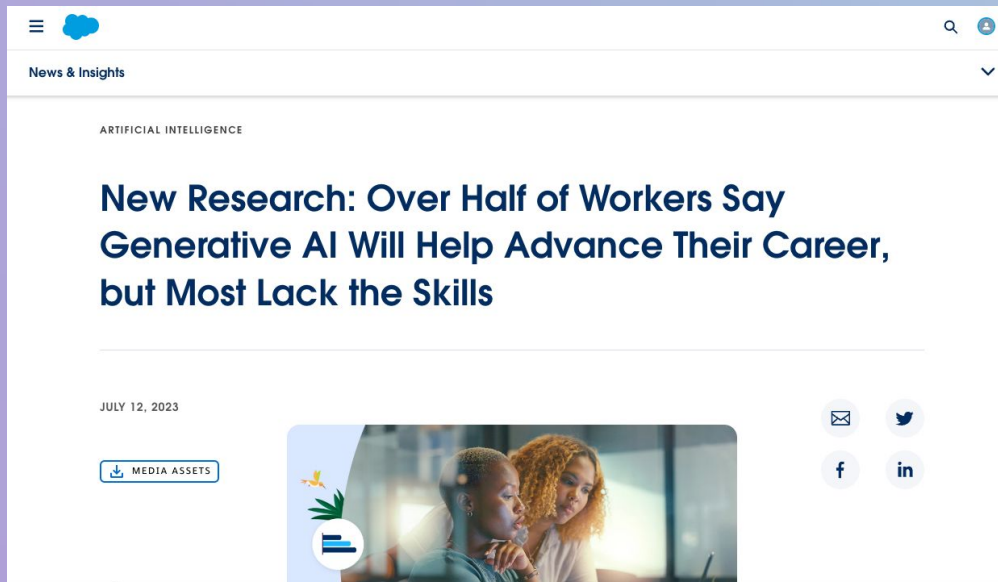
- Text
- Images
- Videos
- Files
- Code

The Skills Gap!

“53% don’t know how to get the most value out of generative AI.”

“62% of workers say they don’t have the skills to effectively and safely use generative AI.”

70% of business leaders don’t believe their teams have the skills to effectively and safely use generative AI.



The screenshot shows a LinkedIn post from the 'News & Insights' section. The post is categorized under 'ARTIFICIAL INTELLIGENCE' and features a headline: 'New Research: Over Half of Workers Say Generative AI Will Help Advance Their Career, but Most Lack the Skills'. The date is 'JULY 12, 2023'. Below the headline is a 'MEDIA ASSETS' button with a download icon. To the right of the text are icons for email, Twitter, Facebook, and LinkedIn. A partial image of two people looking at a screen is visible at the bottom right of the post area.

Personal/Team Actionable AI Skills

Learn Fundamentals

Learn generative AI
fundamentals

Keep Up!

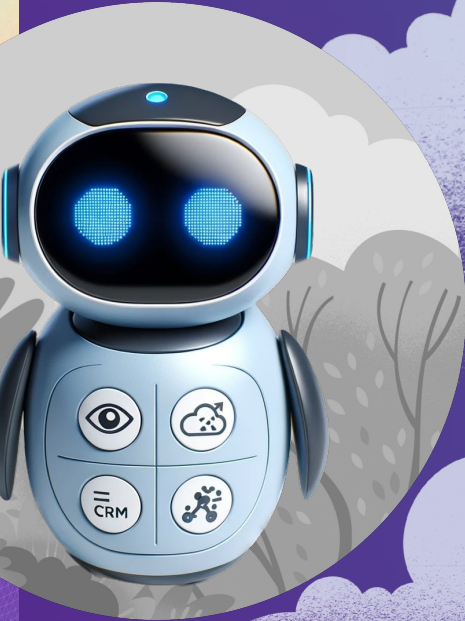
Stay up-to-date on
Salesforce AI news
and announcements

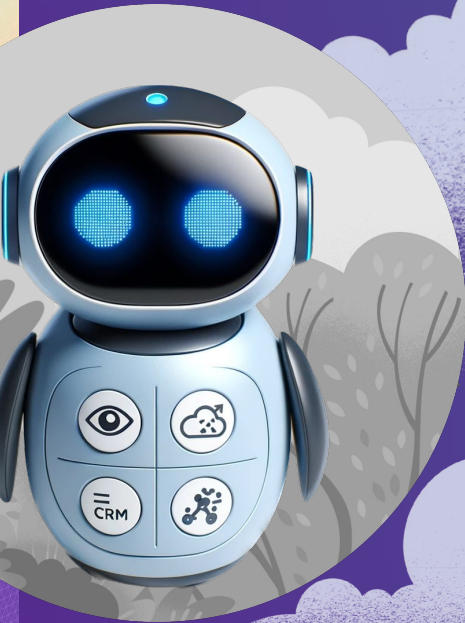
Use It Professionally!

Take advantage of AI
Tools Like ChatGPT
for work

Implement Solutions

Implement AI
solutions for your
organization





Learn Fundamentals

Learn generative AI fundamentals

Keep Up!

Stay up-to-date on Salesforce AI news and announcements



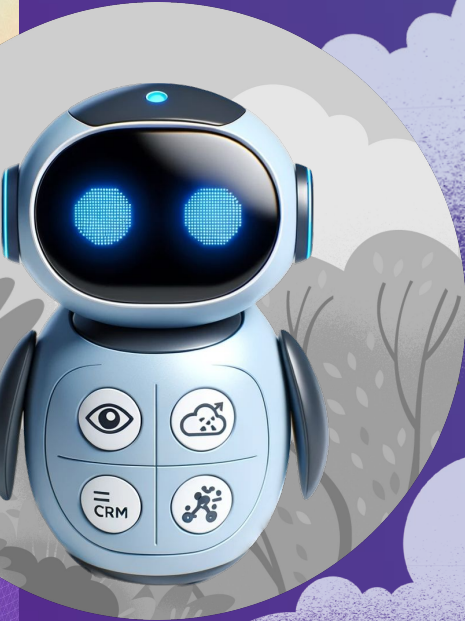
Take advantage of AI Tools Like ChatGPT for work

Implement Solutions
Implement AI solutions for your organization

Learn Fundamentals

Learn generative AI fundamentals

Personal/Team Actionable AI Skills

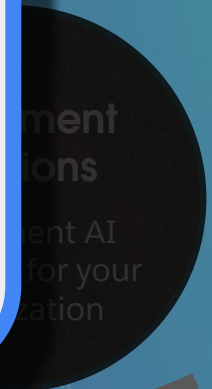


Keep Up!

Stay up-to-date on Salesforce AI news and announcements



AI Fundamentals Trails





**Professional
Training**

Personal/Team Actionable AI Skills



Keep Up!

Stay up-to-date on
Salesforce AI news
and announcements

Use It Professionally!

Take advantage of AI
Tools Like ChatGPT
for work

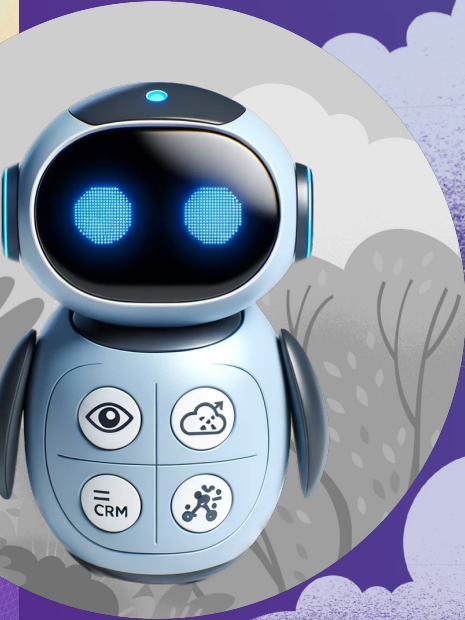
Implement Solutions

Implement AI
solutions for your
organization

Learn Fundamentals

Learn generative AI fundamentals

Personal/Team Actionable AI Skills



Keep
Stay up
Salesfor
and ann



Implement Specialized Solutions

Implement Solutions

Implement AI solutions for your organization

Team | Company

AI Strategy



- Hidden Use - What tools are everyone using?
 - What Works and What Doesn't
- Policy - Create Company/Team AI guidelines
- What is my AI skills budget?
- What is my AI tooling budget?
- What internal processes are a good fit for AI augmentation?
- Where does AI fit in any of my customer deliverables?
- What key data will we use to ground AI solutions?
 - What's our plan for cleanup prep?



Dall-E 3 for Images



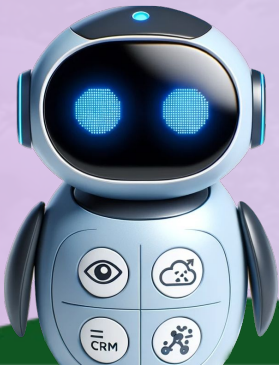
What We Covered

Understand What's Available

Understand What's Coming

Image Gen Tool: Dall-E 3

AI Strategy and Skills Takeaways



Thank You!

