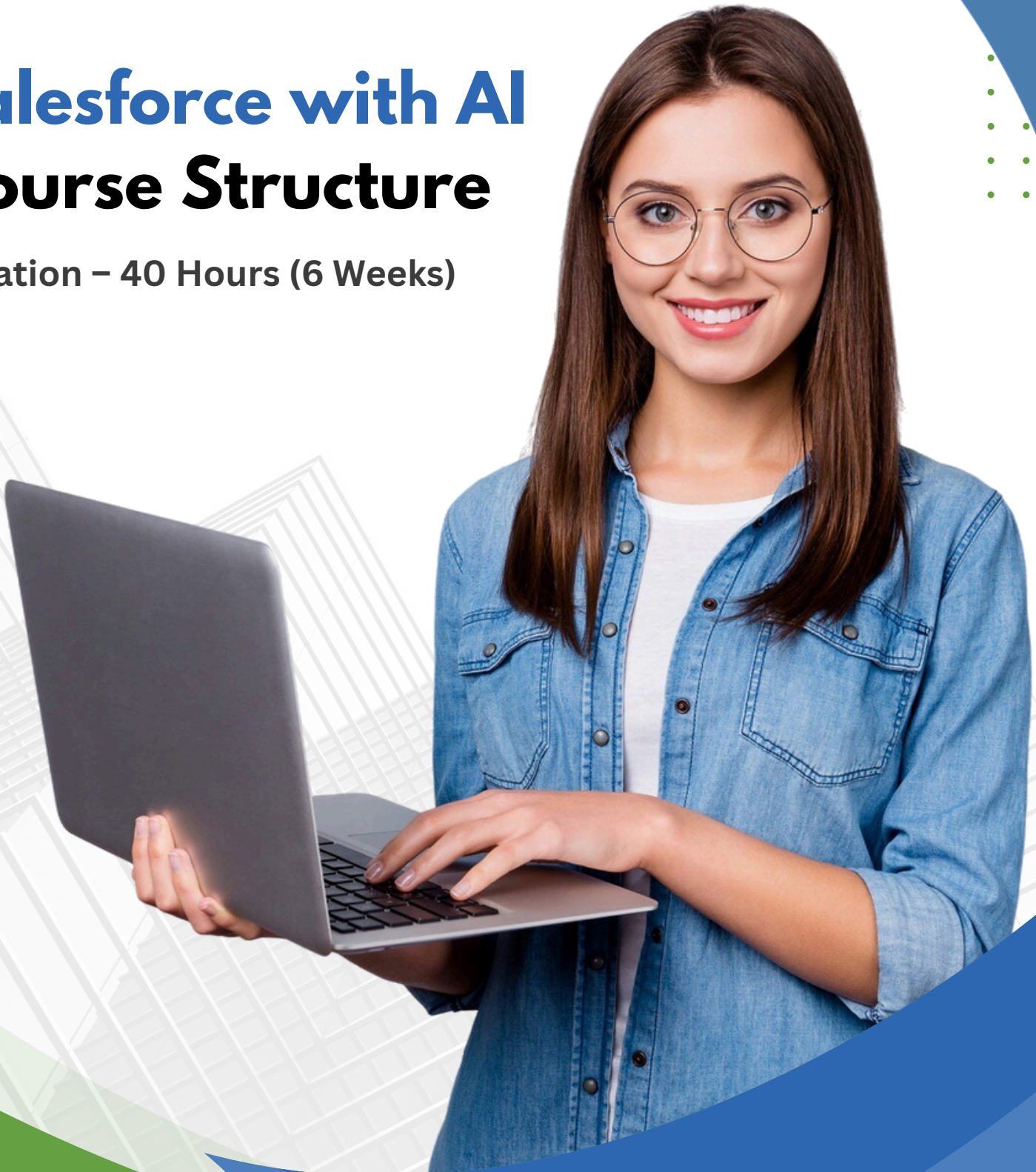


Salesforce with AI Course Structure

Duration – 40 Hours (6 Weeks)



Module 1: Introduction to Salesforce AI & Einstein (4 hours)

- Overview of AI in CRM (Predictive vs. Generative AI).
- Introduction to Einstein AI, Salesforce GPT, and Agentforce.
- Salesforce Customer 360 overview and AI readiness.

Module 2: Data Cloud for AI (6 hours)

- Data preparation, quality, and ingestion for AI models.
- Using Data Cloud to unify customer data for AI insights.
- Data modeling and identity resolution (matching rules).

Module 3: Statistical Analysis & Python (8 Hours)

- Understanding Zero-Data Retention policies.
- Data masking, toxicity scoring, and audit trails.
- Ethical AI principles and bias mitigation.

Module 4: Prompt Builder & Generative AI (6 hours)

- Creating prompt templates (Field generation, Sales email, Record summary).
- Grounding techniques for accurate AI responses.
- Configuring Prompt Builder for CRM apps.

Module 5: Agentforce & Conversational AI (6 hours)

- Building autonomous AI agents (Agentforce).
- Standard vs. Custom Agent Actions.
- Setting up Einstein Bots and Reply Recommendations.



Module 6: Predictive AI (Einstein Discovery & Prediction Builder) (5 hours)

- Building no-code predictive models with Prediction Builder.
- Using Einstein Discovery for predictive insights and analysis.
- Next Best Action: Setting up decision strategies.

Module 7: Hands-On Projects and Case Studies (10 hours)

- Practical implementation of Einstein AI in Sales, Service, or Marketing Clouds.
- Real-time projects, including creating chatbots and summarizing data.
- Preparation for the AI Associate or AI Specialist Certification exams.



Contact Us Today!



+91 8282884601



partner@cronusconsultants.co.in



www.cronusconsultants.co.in



Corporate Office - Bengal Eco Intelligent Park, Floor 13,
Module 21, EM3, Salt Lake Sector V, Kolkata - 700 091

Registered Office - AA/19, DESBANDHU NAGAR, KOLKATA,
North 24 Parganas, West Bengal, 700059