

From Searching to Selling with *Agentforce*

A Strategic Blueprint for Deploying
an **AI Sales Co-Worker** in
Complex Manufacturing & B2B
Sales



EXECUTIVE SUMMARY

In complex, multi-stakeholder sales cycles, CRM data often becomes a burden rather than a benefit. When sellers spend hours synthesizing emails, project milestones, and intent signals, they lose valuable time for relationship-building. By implementing a **Salesforce Agentforce-Powered Sales Co-Worker**, leading B2B organizations are transforming fragmented enterprise data into proactive decision intelligence—shifting the CRM from a reactive database to an active participant in the sales process.



THE PARADIGM SHIFT

Legacy CRM (System of Record)	Agentforce (System of Agency)
 Requires manual data gathering across multiple tabs and tools.	 Synthesizes history, intent, and project data automatically.
 Relies on the seller to interpret disconnected buying signals.	 Identifies and surfaces next-best actions proactively.
 AI functions purely as a reactive "search assistant."	 AI functions as an intelligent, decision-driving "Co-worker."

KEY PERFORMANCE BENCHMARKS

Hours Saved per week on pre-meeting research and data gathering.	100% Automation of weekly pipeline and account health reporting.	Zero Missed Signals by integrating 6sense intent data directly into Agentforce reasoning.	Unified Visibility across architects, dealers, and contractors.
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STRATEGIC PILLAR 1: DECISION INTELLIGENCE OVER SEARCH

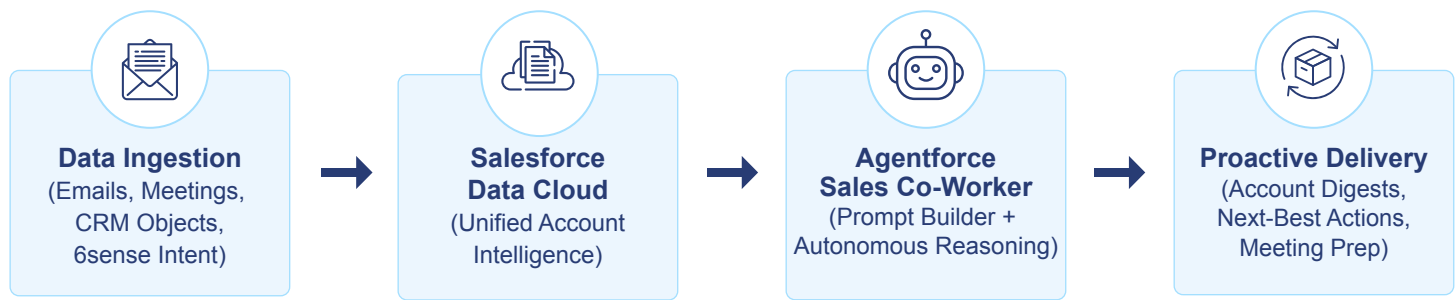
Providing access to more data does not improve sales productivity; it increases cognitive load. Modern AI implementations do not just retrieve information—they reason across it. An Agentforce Sales Co-worker evaluates past interactions alongside real-time intent data to prioritize opportunities before the seller logs in.

ARCHITECTURE & IMPLEMENTATION

STRATEGIC PILLAR 2: PROACTIVE CONTEXT & ORCHESTRATION

Using Prompt Builder and Data Cloud, the architecture bridges external signals (like 6sense) with internal CRM history. The system is designed not just for a single task, but as a foundation for multi-agent orchestration across the entire lead-to-revenue lifecycle.

TARGET ARCHITECTURE



FRAMEWORK HIGHLIGHTS



EXECUTION ROADMAP



Stop Searching. Start Selling.

Is your sales team spending more time acting as data analysts than relationship builders?

**Schedule a discovery session
to map your Agentforce strategy today.**

Contact Our AI Strategy Team



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