



Dreamforce Decoded For Sales Leaders

The insights ANZ businesses
need to drive growth in 2026



A Note from Jane Brown

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Welcome to the Agentic Enterprise.

We've been through the cloud. Through mobile. Through social. Through predictive and generative AI. Now, we enter a new era – agentic AI. This isn't just another technological wave, it's the next revolution and it's fundamentally transforming the way we work. It creates an environment where humans and AI agents collaborate to drive customer success together, like never before.

At Dreamforce 2025, Salesforce unveiled the Agentic Enterprise, a visionary new world where humans and agents work side by side, empowered by real-time context, intelligent tools and unified data.

In this report, we dive deeper into what this revolution means for sales leaders. You'll discover how the Agentic Enterprise is built on your business data, or context, and how we've embedded that context into every layer of our completely reimaged Agentforce 360 platform. Now every app is agentic, and our latest innovations - including Sales Workspace and Quoting Agent - are making sales teams more productive, more efficient and more successful than ever before.

I believe the future of sales is agentic - humans and agents working together to drive pipeline and revenue. Fuelled by intelligent data and augmented by AI, sales teams can understand the needs of prospects and customers more completely, delegate manual processes to agents, and finally overcome the capacity ceiling, allowing for a more thorough and high quality sales process for everyone. For companies of all sizes, in every industry, the time to innovate is now: your customers are elevated, but what about your enterprise?

Dive in and see just how transformative the agentic era can be for your business.

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Navigating Higher Targets, Increasing Expectations and Stretched Capacity

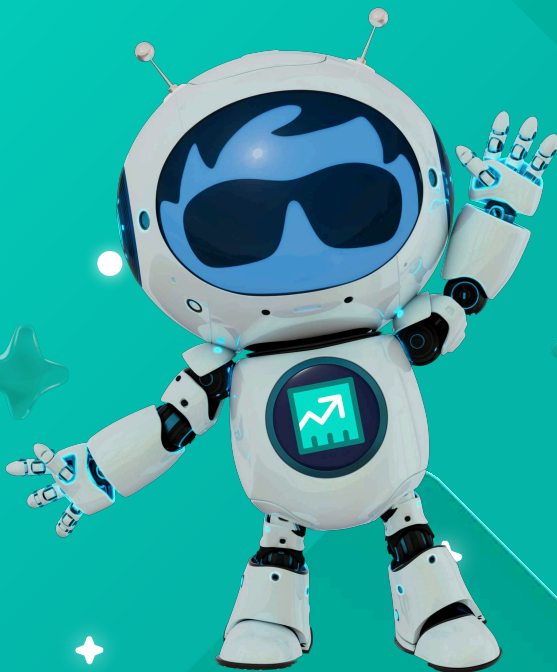
Sales leaders across Australia and New Zealand are always looking for ways to drive consistent pipeline growth - maximising their team's capacity to meet ever increasing sales targets and best serve their prospects and customers by delivering tailored solutions that meet their goals.

However, one key challenge faced by many salespeople is capacity, and the fact that [approximately 70% of a seller's time is often consumed by admin and non-selling activities](#) such as prospecting, quoting, funnel management and more. This limits a seller's ability to meet both growth targets and personalisation demands effectively.

But where there is challenge, there is also opportunity - to overcome these limitations with technology. That is how we better empower sellers to focus on high-value interactions, and why Salesforce is ushering in an era of "limitless selling".

[Introducing Agentforce Sales: the agentic evolution of Sales Cloud](#), designed specifically for sales teams. With AI and agents built in, Agentforce Sales reduces a seller's task load and provides intelligent assistance throughout the sales cycle to close deals fast. This helps sellers reclaim more of their most valuable asset: time. Time to sell, time to strategise, and time with customers.

Agentforce acts as a digital teammate, surfacing critical signals, recapping conversations, offering strategic guidance and building accurate quotes right inside of Salesforce. It can autonomously prospect and nurture leads on a seller's behalf, handing warm leads back to a rep with summarised context and a meeting on the calendar. With Agentforce Sales, every part of the sales cycle is now agentic, and every employee is elevated.



The Foundation: Intelligent Data That Fuels Smarter Sales

Great data is the fuel for great AI. At Salesforce, we know that great data comes not only from structured applications and spreadsheets, but also from unstructured sources like conversations, meetings, and other interactions. And what's more, great data doesn't only come from internal sources, it's also important to draw from key third party platforms to enrich your CRM with additional valuable colour.

However, providing all this data to a seller through multiple systems and without context or summary is not useful. To solve this, a data foundation of sales intelligence has been created inside of Agentforce Sales with the help of [Data 360 - the next evolution of Data Cloud](#).

Data 360 is designed to bring in and harmonise data from multiple sources with zero-copy integration, create a unified profile of every prospect and customer, ignite and inform agents across the entire sales cycle and surface insights to reps when and where they need them, helping them to close every deal.



Grow Your Pipeline with Agentic Prospecting



For sales leaders, building a pipeline that fuels growth is top of mind. And delivering the right message to the right prospect at the right time is critical in today's noisy landscape. Prospecting has always been a time-consuming experience. That's why it needed to be solved.

Imagine this: high-value prospects surfaced instantly. A company raises a funding round, hires a team of business development reps and someone from that account, who engaged a year ago, shows renewed interest in a similar offering. These are invaluable signals that would've been missed hopping between tabs - however, thanks to Agentforce Sales, this information becomes immediately visible and accessible.

This is what prospecting looks like in the agentic era. Agentforce Sales helps sellers identify and engage high-potential leads using advanced lead intelligence and data enrichment. It streamlines top-of-funnel prospecting and helps sales teams work more efficiently, eliminating the eternal scavenger hunt for clues that often leaves sellers missing the best moments to engage. It works by adding additional layers to CRM data, constantly connecting dots and helping sales reps and Agentforce prioritise the highest potential prospects daily. But a prioritised list isn't where things stop, Agentforce will go on to craft personalised emails based on all of that rich insight, ready for sellers to review and send. Minimal effort - maximum return.

For inbound leads, like those that pop up on your website, Agentforce can engage them autonomously in natural language, moving from simple queries to pitching products, to seamlessly collecting lead data. If a lead isn't ready to speak to a seller, Agentforce continues to work it through email and SMS, autonomously nurturing, educating, and building excitement around products and purchasing until the deal is ready to progress. Finally, Agentforce can introduce qualified prospects to sales reps to continue the journey. This is a game changer for prospecting. No lead is left behind. No money is left on the table. And no time is wasted in the search for qualified leads.

Break the Capacity Ceiling and Grow Your Deals



Once a prospect is engaged, the focus shifts to closing deals. And that's where the all new Sales Workspace comes in. It's tailor made with salespeople in mind and offers a collaborative space where sellers and agents work together, multiplying team capacity and elevating every rep.

Sales Workspace is integrated with [Tableau](#), so advanced analytics are available right in the flow of work. Sellers can proactively spot risks and upside, flag deals to close quota gaps and structure their time around high-priority deals.

The tool also shows you all the work Agentforce is doing for you behind the scenes - capturing meeting details, researching accounts and even updating live opportunities automatically (don't worry, there's an approval option too) - all within the CRM.

This automation is designed to free up reps from administrative burdens and give them more capacity for strategic conversations and relationship building.

Also launched at Dreamforce, the new Account Planning experience takes these strategic conversations to the next level. Agentforce supports meeting preparation by creating a nuanced and rich point of view on every single one of your accounts, and keeps it refreshed all of the time. This means relevant data on customers and prospects, including SWOT analyses and competitive research, is always in one place and up to date.

After the meeting, Agentforce uses this point of view to draft comprehensive follow-up emails to help nurture the opportunity and drive further conversations. These emails are personalised and prepared for the seller to review and send.

Grow Your Revenue with Quoting Agent and Partner Cloud



75%

reduction in quoting time with Agentforce

Another core area where [Agentforce Sales helps the revenue journey is in deal management and quoting.](#)

Historically, quoting has been a complex and time-consuming pain point for sales teams, especially when building personalised, multi-faceted quotes. Agentforce now automates the entire quoting process, intelligently applying all your business rules and configurations to tailor quotes, making the process up to 75% faster. Sellers can even ask Agentforce to help with applying discounts or multi-year rules such as a ramp in line with consumption projections. Need to know the average discount by product to nudge a deal over the line without cutting into margins? Agentforce can surface that information too - and even help you update a quote in real time.

And it's not just your in-house sales teams that benefit from an agentic CRM. [Partners can now tap into the same AI-powered sales engine with Partner Cloud,](#) a fully connected agentic experience designed to help organisations collaborate and sell with an extended network of partners.

With Partner Cloud, sales partners can access the same data, tools and AI-powered guidance as your in-house sellers, helping them plan, prioritise and close with confidence. Agentforce is available to recommend tailored enablement or help partners turn CRM data into personalised outreach, so they can reclaim time and advance deals at a much faster rate than before.

Gone are the days of digging for information. Partners now receive real-time, tailored guidance to help them achieve their sales goals - including recommendations for registering deals and developing account plans that mirror in-house approaches. It's a modern, connected partner experience designed to drive deeper engagement, scalable growth, and greater visibility into partner pipelines.

Revenue has never come easier.

Sales Strategies for 2026 and Beyond: Key Learnings From Dreamforce 2025

To drive growth in 2026, sales leaders in Australia and New Zealand should focus on the following strategic priorities inspired by Dreamforce 2025:

Transform the entire sales cycle with agentic AI and automation



[Agentforce Sales](#) works around the clock to fill lead lists, book meetings, build POVs and offer strategic guidance autonomously. It does much more than reduce administrative tasks. It multiplies capacity, giving sellers more time to strategise or to spend with prospects.

Power AI capabilities with unified and actionable data



The foundation of Agentforce Sales is [intelligent data](#), pulled from applications, external systems and unstructured sources like conversations and meetings. Agentforce constantly reviews and enriches this data, using it to surface high-value prospects while streamlining top-of-funnel prospecting and making critical insights immediately visible and accessible.

Look to partners and the broader sales ecosystem to scale reach and impact



Agentforce Sales isn't just for in-house teams. With [Partner Cloud](#), sales partners can access the same AI-powered sales engine of data, tools and guidance to help them plan, prioritise and close with confidence.

Agentforce Sales makes it possible for organisations in Australia and New Zealand to lead in the agentic revolution, boosting customer satisfaction, cutting costs and empowering teams to deliver more value than ever before.

Discover How Salesforce Can Help You Embrace the Agentic Revolution



Watch the Dreamforce 2025 Main Keynote on Salesforce+

[Watch now](#)



Explore curated content for Sales on the Dreamforce Decoded web page

[Learn more](#)



Speak to a sales rep or your dedicated account manager

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