

Salesblazers, join us

The future of business is coming to Sydney! With **140+** sessions to experience, spend a day exploring how trusted AI can transform your customer experiences. Discover how to put your customer at the centre of everything you do and network with thousands of our inspiring Trailblazer community.

Register Now



Get ready for the Main Keynote featuring Trailblazer AFL

Join Salesforce leaders to learn how everyone can become an Einstein with **CRM + AI + Data + Trust** Catch live product demos, major announcements and gain invaluable insights from special guests and industry experts as we inspire you to connect with your customers in a whole new way with a single source of truth for their data.



Sales Breakout Sessions

Discover how to accelerate growth with trusted AI. Be inspired with new ways to sell smarter and more efficiently with the #1 AI CRM. Learn how to empower your Sales teams with data from any source and trusted AI. Find out how to engage buyers efficiently, improve seller productivity, close deals faster and grow revenue.

Featuring:

- Customer 360 innovation and demonstrations
- Network and connect with peers
- Solution experts on-hand to answer your questions

Supercharge Selling with Trusted AI

Canva

AI is ready for you, Salesblazers. Now, let's get you ready for AI. Learn how your entire sales organisation can boost productivity, harness data, and grow revenue with the #1 AI CRM for sales.



Sales AI: 4 Tips to Implement and Win

Thoughtworks

Does AI scare you? Don't let it. Join us to go beyond the hype, as we unpack the AI tools that will reshape sales and share how your teams can start using them safely and securely today.



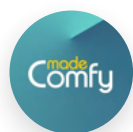
How Salesforce Manages Pipe and Forecasts with Confidence

Have you wondered how Salesforce manages its own sales forecasting process? Discover the role AI can play in forecasting and delivering pragmatic guidance for your sales team.

Move Beyond Sales Basics and Grow with Automation and AI

Made Comfy

Boosting sales productivity starts by establishing a data foundation. Once data fundamentals are in place, automation and AI can help growing companies increase revenue faster and more efficiently.



Ignite your AI journey

Gain invaluable perspectives from customer Trailblazers, AI visionaries and thought leaders on bringing AI to any industry, role or workflow.