

Top 30 Salesforce Admin Interview Questions & Answers (2025)

1. What motivated you to pursue a career as a Salesforce Admin?

Answer: I was drawn to Salesforce's transformative role in businesses and found being an admin empowering—optimizing systems, driving automation, and enhancing user experience. Enthusiasm for problem-solving and continuous learning keeps me going.

2. How do you stay updated with the latest Salesforce updates and features?

Answer: I follow Salesforce releases, attend webinars and Trailhead sessions, engage in community groups, and track blogs and release notes proactively.

3. Explain the difference between standard and custom objects.

Answer: Standard objects come out-of-the-box—like Accounts, Contacts, Opportunities—while custom objects are user-defined to store business-specific data.

4. What is a Profile vs. a Role?

Answer: A Profile defines user permissions—what they can do (CRUD, app access). A Role determines record visibility via hierarchy and sharing settings.

5. What are Permission Sets?

Answer: Permission Sets are additive access grants layered over Profiles—used to extend permissions without creating multiple profiles.

6. How do you manage data migration and ensure quality?

Answer: I use tools like Data Loader, Import Wizard, clean data beforehand, map fields carefully, and validate post-import.

7. What are Workflow Rules, Process Builder, and Flow? What's the trend?

Answer: Workflow Rules and Process Builder are being retired in favor of Flows, which now handle a broader range of automation. However, older processes may still need maintenance.

8. Describe relationships: Lookup, Master-Detail, Junction Object.

Answer: Lookup links objects loosely; Master-Detail enforces ownership hierarchy and cascading deletes; Junction Objects support many-to-many relationships.

9. What is a Sandbox and its types?

Answer: Sandboxes are isolated org copies for testing. Types: Developer, Developer Pro, Partial Copy, Full—with varying data volumes and refresh rates.

10. What are Reports and Dashboards?

Answer: Reports present data; Dashboards visualize them. Types: tabular, summary, matrix, joined (reports). Dashboards can be static or dynamic.

11. What is the Data Loader?

Answer: A free Salesforce desktop tool for bulk data import/export—flexible and powerful for complex operations.

12. What is a Junction Object?

Answer: It's a custom object linking two parent objects via master-detail relationships—enabling many-to-many relationships.

13. Define Approval Process in Salesforce.

Answer: A sequence that routes records for approval, with conditional logic, email alerts, record locking, and multiple approval steps.

14. What is a Permission Set Group with Muting Permission?

Answer: A Permission Set Group bundles permissions; Muting Permission Sets can selectively remove permissions. Handy for role-based adjustments.

15. How do you ensure data quality/integrity?

Answer: Use validation rules, required fields, duplicate management, audits logs, and regular data hygiene checks.

16. What are Governor Limits?

Answer: Platform limits (e.g., SOQL calls, CPU time) that enforce multitenancy safety. Being aware of them helps build optimized solutions.

17. Share ways to share a record.

Answer: Role hierarchy, OWD settings, sharing rules (criteria/manual), Apex sharing, public groups.

18. How do you approach a troubleshooting scenario where a user can't see a record?

Answer: Check OWDs, role hierarchy/share rules, profile/permission sets, field-level security, manual sharing, and any sharing exceptions.

19. Describe a challenging project you handled.

Answer: For example: migrating large volumes of data with relationships intact, optimizing automation to avoid limits, or rolling out org-wide automations with compliance audits.

20. How do you handle stakeholders with conflicting Salesforce requests?

Answer: I prioritize based on impact and urgency, communicate clearly, set expectations, and use backlog and triaging to ensure alignment.

21. What is the difference between Role Hierarchy and Sharing Rules?

Answer: Role Hierarchy grants access vertically in the org structure, while Sharing Rules open access laterally between users of the same or different roles.

22. What are Validation Rules?

Answer: Validation Rules ensure data quality by preventing users from saving records that don't meet specified criteria.

23. What is Field-Level Security?

Answer: Field-Level Security determines which users can view or edit specific fields, irrespective of page layout visibility.

24. What is the difference between a Public Group and a Queue?

Answer: A Public Group is used for sharing rules and access purposes, while a Queue holds records for processing and assignment.

25. How do you handle duplicate records in Salesforce?

Answer: By using Duplicate Rules, Matching Rules, and data deduplication tools like Data Loader or third-party apps.

26. What is the difference between Record Types and Page Layouts?

Answer: Record Types control picklist values and user access to certain business processes; Page Layouts determine the UI arrangement of fields and related lists.

27. What are some key Lightning features you've implemented?

Answer: Dynamic Forms, Lightning App Builder customizations, Path, Kanban views, and quick actions for better UX.

28. How do you approach user adoption challenges?

Answer: Through training, user-friendly layouts, dashboards, quick actions, and feedback sessions to encourage adoption.

29. What is a Global Action in Salesforce?

Answer: Global Actions allow users to perform tasks like creating records or logging calls from anywhere in Salesforce.

30. What's your strategy for preparing a Salesforce org for a major release?

Answer: Review release notes, test in sandboxes, communicate changes to users, update training materials, and implement changes incrementally.