# 🧠 Latest Salesforce Admin Interview Questions 2025 🧠

## I got you covered!

Over the past few weeks, I've been diving deep into the latest Salesforce Admin interview trends and compiled a solid list of 20+ **real-world questions with answers** — from basics to scenario-based and platform-specific updates.

💡 **Topics include:**
✅ Roles vs Profiles
✅ Flows vs Process Builder vs Workflows
✅ Dynamic Forms
✅ Data Cloud
✅ Validation rules, Scheduled Flows, and more…

Whether you're preparing for your next big move or just brushing up, these notes can help sharpen your knowledge.

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◆ Basic-Level Questions

## 1. What is the difference between a Role and a Profile in Salesforce?

Profile controls what a user can do (object-level permissions, field-level security, tab settings).

Role controls what data a user can see (record-level access through role hierarchy).

Example: A user may have a profile allowing them to edit Opportunities but will only see the Opportunities that are visible to their role.

## 2. What are Record Types, and why would you use them?

Record Types allow you to offer different business processes, picklist values, and page layouts to different users.

Example: You can have a "B2B Lead" and "B2C Lead" with different stages and fields.

## 3. Explain the difference between Workflow Rules, Process Builder, and Flow. Which one should be used now and why?

Workflow Rules: Limited to field updates, emails, tasks, and outbound messages.

Process Builder: More powerful, supports multiple actions.

Flow: The most powerful; can handle complex logic, loops, updates, call Apex, etc.

✅ Use Flow as both Workflow and Process Builder are being phased out by Salesforce.

## 4. How do you handle duplicate records in Salesforce?

Use Duplicate Rules and Matching Rules to identify and prevent duplicates.

You can also use Data.com, third-party tools, or Salesforce Flow to clean existing data.

## 5. What is a Permission Set, and how is it different from a Profile?

Profile is mandatory and assigned to every user (defines base access).

Permission Set is optional and additive, used to give additional access without changing the profile.

Helpful when users with the same profile need different permissions.

◆ Intermediate-Level Questions

## 6. What's the difference between Lookup and Master-Detail relationships?

- Lookup: Loose relationship. Child record can exist without a parent.
- Master-Detail: Strong dependency. Child record gets deleted if the parent is deleted. Child also inherits sharing and ownership from the parent.

## 7. How do you schedule a flow in Salesforce? Can you give a use case?

- Use Scheduled Flows in Flow Builder.
- Example: Send a monthly reminder email to users about incomplete tasks.

## 8. What's Dynamic Forms? How does it differ from Page Layouts?

- Dynamic Forms allow you to control field visibility on the Lightning page itself without relying only on Page Layouts.
- You can show/hide fields based on criteria like record type, field value, or user.

## 9. What is the Recycle Bin in Salesforce, and how long are deleted records stored?

- Deleted records stay in the Recycle Bin for 15 days.
- Admins can restore or permanently delete them during this period.

## 10. Explain what a Validation Rule is. Can you write a rule to ensure a 'Close Date' is not in the past?

- Validation Rules ensure data quality by preventing invalid data entry.
- Formula: CloseDate < TODAY()
- Error Message: "Close Date cannot be in the past."

◆ Advanced/Scenario-Based Questions

## 11. A user complains they cannot see a custom object. What steps would you take to troubleshoot?

1. Check if the object is enabled in the user's Profile or Permission Set.
2. Check if the Tab is visible.
3. Check Organization-Wide Defaults and Sharing Rules.
4. Confirm field-level security.
5. Check if the object is included in the App.

## 12. How would you enforce that only Managers can change the Stage field on an Opportunity?

- Use a Validation Rule like:

```
AND(
  ISCHANGED(StageName),
  NOT($Profile.Name = "Sales Manager")
)
```

- This will restrict others from updating the Stage.

## 13. How would you handle a requirement to send a birthday email to Contacts every year?

- Use a Scheduled Flow or Apex to check birthday dates daily.
- If the birthday matches today's date, trigger an Email Alert.

## 14. What steps would you take to clean up technical debt in a heavily customized Salesforce org?

- Use Salesforce Optimizer Report to analyze unused fields, layouts, rules, etc.
- Identify redundant automation (e.g., old workflows/processes).
- Document everything and work with stakeholders to clean up or refactor.

## 15. How would you manage access to a sensitive report that only Finance users should view?

- Store the report in a private folder shared only with the Finance Role or Public Group.

Use folder-level sharing and ensure the underlying data access is controlled by sharing settings.

◆ Latest Platform-Specific/Admin Trends (2024-2025)

## 16. What are the key benefits of using Salesforce Lightning App Builder in 2025?

- Drag-and-drop UI design.
- Use of Dynamic Forms, Dynamic Actions, and Visibility Rules.
- Personalization based on user, device, or record.
- More control and better performance than traditional layouts.

## 17. How can you use Data Cloud for improved data segmentation as an admin?

- Data Cloud lets you unify and segment data across systems.
- Use segments to target specific customer groups.
- Use calculated insights to create real-time metrics for personalization.

## 18. How would you automate sending WhatsApp messages using Salesforce Flow or external tools?

- Use Flow with Apex Action to call an external WhatsApp API (like Twilio or Gupshup).
- Or use Salesforce Digital Engagement if WhatsApp channel is configured.

## 19. How do you handle Large Data Volume (LDV) in Salesforce from an admin perspective?

- Use skinny tables, indexed fields, and archiving strategies.
- Avoid complex reports/joins.
- Use batch data loads and asynchronous processing.

## 20. Explain how you use Salesforce Optimizer and how it helps admins maintain a healthy org.

- Optimizer is a built-in tool that reviews org configurations.
- Identifies unused fields, workflows, reports, profiles, etc.
- Helps improve performance and cleanliness of the org.