
35 Salesforce Interview Questions with Answers + Recruiter Evaluation Guide

A Complete Guide for Recruiters, Hiring Managers & Candidates

BASIC SALESFORCE QUESTIONS (0–2 YEARS)

1. What is Salesforce?

Answer: Salesforce is a cloud-based Customer Relationship Management (CRM) platform used to manage sales, customer service, marketing, and business processes.

Recruiter Check:

- Mentions CRM + cloud + business use
- Only says “software tool”

2. What are the main Salesforce products?

Answer: Sales Cloud, Service Cloud, Marketing Cloud, Experience Cloud, Commerce Cloud.

3. What is a Salesforce object?

Answer: An object is a database table that stores data (e.g., Accounts, Contacts).

4. Standard vs Custom Objects?

Answer:

- Standard: Pre-built (Account, Lead)
- Custom: User-created based on business needs

5. What is a field in Salesforce?

Answer: A field is a column in an object that stores specific data.

6. What is a record?

Answer: A record is a row in an object (a single data entry).

7. What is a profile?

Answer: Controls user permissions and access levels.

8. What is a role in Salesforce?

Answer: Defines data visibility hierarchy.

9. What is a sandbox?

Answer: A testing environment separate from production.

10. What is AppExchange?

Answer: A marketplace for Salesforce apps and integrations.

CORE & INTERMEDIATE QUESTIONS (2–5 YEARS)

11. What is a workflow rule?

Answer: Automates actions like email alerts or field updates based on conditions.

12. What is Process Builder?

Answer: A tool for automating complex business processes.

13. What is Flow in Salesforce?

Answer: A powerful automation tool for creating workflows and guided processes.

Recruiter Insight: Strong candidates prefer **Flow over Process Builder (modern best practice)**

14. What is Apex?

Answer: A programming language used to add business logic in Salesforce.

15. What is a trigger in Salesforce?

Answer: Apex code that runs before or after database events.

16. What is SOQL?

Answer: Salesforce Object Query Language used to query data.

17. What is SOSL?

Answer: Search query language for multiple objects.

18. What is a validation rule?

Answer: Ensures data integrity by enforcing conditions.

19. What is a page layout?

Answer: Controls how fields are displayed to users.

20. What is a Lightning component?

Answer: Reusable UI components used in Salesforce Lightning.

ADVANCED SALESFORCE QUESTIONS (5+ YEARS)

21. What is Salesforce Lightning vs Classic?

Answer: Lightning = modern UI with enhanced features; Classic = older interface.

22. What is Governor Limit?

Answer: Limits enforced by Salesforce to ensure efficient resource usage.

Recruiter Check:

- Mentions multi-tenant architecture
- Only says “limits exist”

23. What is a batch Apex?

Answer: Used to process large datasets asynchronously.

24. What is a future method?

Answer: Executes code asynchronously.

25. What is Queueable Apex?

Answer: Advanced async processing with better control than future methods.

26. What is integration in Salesforce?

Answer: Connecting Salesforce with external systems using APIs.

27. What is REST vs SOAP API?

Answer:

- REST: Lightweight, faster
- SOAP: More secure, structured

28. What is data migration?

Answer: Moving data from one system to Salesforce using tools like Data Loader.

29. What is sharing rule?

Answer: Extends access to users beyond role hierarchy.

30. What is a junction object?

Answer: Used to create many-to-many relationships.

SCENARIO-BASED QUESTIONS (HIGH SIGNAL)

31. How would you automate a business process in Salesforce?

Answer: Use Flow (preferred), or Apex if complex logic is required.

Recruiter Insight: Look for **tool selection based on complexity**

32. How do you handle large data volumes?

Answer: Use batch Apex, indexing, and optimized queries.

33. How do you improve system performance?

Answer: Optimize queries, reduce unnecessary automation, use indexes.

34. How do you ensure data security?

Answer: Use profiles, roles, sharing rules, and field-level security.

35. How do you handle integration with external systems?

Answer: Use REST/SOAP APIs, middleware, and authentication mechanisms.

RECRUITER EVALUATION FRAMEWORK

5–3–1 Scoring Model

| Skill | 5/5 (Strong) | 3/5 (Average) | 1/5 (Weak) |
|-------------------|---------------------|---------------|------------|
| Salesforce Basics | Clear + applied | Basic | Weak |
| Automation | Flow + Apex clarity | Partial | Weak |
| Apex & Logic | Optimized | Basic | Poor |
| Data Modeling | Scalable | Limited | Poor |
| Problem Solving | Structured | Avg | Weak |

Final Hiring Decision

- 40+ → Strong Hire
- 30–39 → Consider
- <30 → Reject

Standardize and scale your Salesforce hiring with this checklist. [Talk to our experts today.](#)

End of Guide