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Salesforce Certified Business Analyst Exam Sample Questions (Q214-Q219):

NEW QUESTION # 214

Cloud Kicks (CK) is expanding and has many different departments in manufacturing and delivery. CK needs to prepare for a new Sales Cloud implementation for it, 6,000 users. To increase adoption, the business analyst (BA) wants to break down existing sides between the manufacturing and delivery departments.

Which planning approach should the ISA take to get buy-in from users?

- A. Assign a team to start building a prototype of product functionality.
- B. Document user requirement from each department during discovery sessions.
- C. Recombined clear owners up for the platform and identity executive sponsors.

Answer: C

Explanation:

This answer states that documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation for 6,000 users at CK. User requirements are the needs, expectations, and objectives of the users for the Sales Cloud implementation. Discovery sessions are meetings or workshops where the BA gathers and clarifies user requirements from different stakeholders. Documenting user requirements from each department during discovery sessions means that the BA records and organizes the information obtained from different stakeholders from different departments, such as manufacturing and delivery, in a clear and concise way.

Documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation because it helps the BA to understand and validate the user requirements, and to communicate and align them with the project scope and goals. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder>

NEW QUESTION # 215

During the discovery phase of a Sales Cloud project at Cloud Kicks, the business analyst (BA) gathers information about the current sales process to uncover potential areas of improvement. The VP of sales has been collecting data from their sales team but is unsure which numbers are truly relevant indicators of the team's success.

Which benchmark should the BA recommend as an effective way to measure the team's success?

- A. First contact resolution rate
- **B. Average revenue per account**
- C. Number of outbound calls per hour

Answer: B

Explanation:

According to the Salesforce Business Analyst Study Guide (v1.2, p. 82):

"When defining success metrics for a Sales Cloud rollout, Business Analysts should distinguish between activity metrics (which measure what reps do) and outcome metrics (which measure business results). Activity metrics-such as number of calls or emails-help track adoption of new processes, but they do not directly tie to revenue goals. Outcome metrics-such as average revenue per account or win rate-directly reflect the health of the pipeline and the profitability of the sales organization." Additionally, the Salesforce Sales Cloud Implementation Guide (Summer '24, p. 45) states:

"Average Revenue Per Account (ARPA) is a key benchmark for sales teams because it normalizes revenue performance across accounts of varying sizes and sales cycles. Tracking ARPA over time enables stakeholders to see whether new strategies are driving higher-value deals and to pinpoint which segments or products are most profitable."

* Option A measures activity volume but doesn't tie directly to revenue outcomes.

* Option B is a service/support metric, not a sales performance indicator.

* Option C is an outcome metric that directly correlates with business goals by showing deal value trends.

References:

Salesforce Business Analyst Study Guide, v1.2, Section "Metrics for Sales Cloud," p. 82 Salesforce Sales Cloud Implementation Guide, Summer '24 Release, Chapter 3 "Sales Performance Metrics," p. 45

NEW QUESTION # 216

A business analyst (BA) at Universal Containers is conducting discovery sessions for implementing Experience Cloud. The key stakeholders have been assembled. The user stories have been written.

What should the BA do next?

- **A. Define the acceptance criteria**
- B. Write the test scripts.
- C. Plan the sprint schedule.

Answer: A

NEW QUESTION # 217

A business analyst (BA) at Northern Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sales users in various locations have been identified to participate.

Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

- A. One-on-one meetings
- B. Demo prototype
- **C. Virtual whiteboard**

Answer: C

Explanation:

A virtual whiteboard is a technique that a business analyst can use to optimize effectiveness and build a shared understanding of an idea and approach with sales users in various locations. A virtual whiteboard is an online tool that allows multiple participants to collaborate visually by drawing, writing, or annotating on a shared screen. It can help them brainstorm ideas, create diagrams, or give feedback in real time. A demo prototype is a technique that can be used to show how an idea works or looks like, but not to collaborate on it. One-on-one meetings are techniques that can be used to communicate with individual stakeholders, but not with a group.

References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboratio>

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

NEW QUESTION # 218

Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation: A customer service representative wants to use Salesforce Macros to update notes and change the case stats to close to reduce the time spent on each case.

Which mistake did the BA make when writing this user story?

- A. The incorrect persona was used in the story.
- B. The story explained the value to the user.
- **C. The story included feature- specific language.**

Answer: C

Explanation:

Explanation

The mistake that the business analyst made when writing this user story was that the story included feature-specific language rather than focusing on what needs to be achieved by implementing this feature or functionality. For example, specifying that "a customer service representative wants to use Salesforce Macros" implies a particular design choice rather than describing what outcome should be achieved by reducing the time spent on each case (such as automating repetitive tasks or streamlining workflows). User stories should be aligned with the user's goal rather than prescribing how to achieve it so that they do not limit creativity or innovation in finding solutions. User stories should also be small and testable so that they can be easily verified by using techniques such as scenarios or test cases. The incorrect personawas not used in the story because customer service representative is a valid user role or persona who will benefit from this feature or functionality. The story explained the value to the user rather than focusing on what needs to be achieved by implementing this feature or functionality because reducing the time spent on each case is a benefit or value that the customer service representative will get from this feature or functionality.

References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-pr>

NEW QUESTION # 219

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