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**2026 Salesforce BA-201: Salesforce Certified Business Analyst –High-quality Reliable Study Notes**

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## Salesforce Certified Business Analyst Sample Questions (Q120-Q125):

### NEW QUESTION # 120

Northern Trail Outfitters (NTO) is a rapidly growing company that needs to hire a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the top skills of a BA and has asked a consultant for more information.

Which BA skills should the consultant recommend to NTO?

- A. Team leadership, communication, personas, change management, synthesis, legal and compliance issues
- B. **Information discovery, analysis, synthesis, communication, collaboration, documentation**
- C. Requirements writing, communication, creativity, problem-solving, synthesis, project management

### Answer: B

Explanation:

The top skills for a Salesforce Business Analyst (BA) emphasize abilities that support requirements elicitation, analysis, collaboration, and documentation. These align with Salesforce's expectations for effective business analysis:

Information Discovery and Analysis: Critical for understanding business needs and translating them into Salesforce solutions.

Salesforce emphasizes these skills during requirements gathering and aligning solutions to business objectives.

Synthesis: The ability to combine gathered insights into actionable strategies or system requirements ensures seamless integration within Salesforce.

Communication and Collaboration: Essential to engage stakeholders, developers, and project teams to ensure all parties are aligned.

Salesforce Business Analyst job descriptions highlight communication and teamwork as core competencies.

Documentation: Salesforce projects require detailed documentation, such as user stories, process flows, and solution blueprints, which are integral to successful implementations.

These skills ensure the BA can effectively bridge the gap between business needs and technical solutions, as recommended in Salesforce's business analyst role expectations.

### NEW QUESTION # 121

A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.

Which artifact should help the BA illustrate the vision of a solution to stakeholders?

- A. Detailed user stories with technical documentation about the existing process
- B. **Annotated process flows with modifications to an existing process**
- C. Collected pain points from people who follow the existing process

### Answer: B

Explanation:

Annotated process flows are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.

Here are some additional details from Salesforce Certified Business Analyst documents and resources that support the answer:

Annotated process flows are process flows that include additional information, such as notes, comments, and explanations.

Modifications to an existing process are changes that are made to an existing process.

Stakeholders are people who have an interest in the success of a project.

In conclusion, annotated process flows with modifications to an existing process are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.

An artifact that can help the business analyst illustrate the vision of a solution to stakeholders is annotated process flows with modifications to an existing process. Annotated process flows are diagrams that show how a process works step by step, with notes or comments that explain the logic or rationale behind each step.

They can help the business analyst show how the lead routing and qualification process will change or improve with the new solution, and invite feedback or validation from stakeholders. Detailed user stories with technical documentation about the existing process are artifacts that can help the business analyst capture the requirements or specifications of the new solution, but not illustrate the vision of it. Collected pain points from people who follow the existing process are artifacts that can help the business analyst understand the problems or needs of the end users, but not illustrate the vision of the solution. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>  
<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep>

### NEW QUESTION # 122

Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.

What should the BA do to build trust with the stakeholder as the project continues?

- A. Ask an executive sponsor to address the stakeholder's concerns.
- B. Reset project expectations at the next meeting with the stakeholder.
- C. Set up a casual meeting to create a personal connection with the stakeholder.

**Answer: C**

Explanation:

The business analyst should set up a casual meeting to create a personal connection with the stakeholder to build trust with them as the project continues. A casual meeting is an informal conversation that allows the business analyst and the stakeholder to get to know each other better, share their backgrounds and interests, and establish rapport and empathy. A casual meeting can help to ease any tension or frustration that may have arisen during the discovery session, as well as show respect and appreciation for the stakeholder's input and feedback. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management>

### NEW QUESTION # 123

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.

What should the BA do next?

- A. Proceed with the sales team's project as planned.
- B. Start project work for the operations team
- C. Include the operations team during discovery.

**Answer: C**

Explanation:

When a business analyst learns that another team also needs email integration in the near future, they should include that team during discovery. This is because including all relevant stakeholders early in the project can help to identify common needs, avoid duplication of work, leverage synergies, and deliver value faster. The business analyst should invite the operations team to participate in discovery activities such as interviews, surveys, workshops, observations, etc., and capture their requirements, expectations, and feedback. The business analyst should also communicate the project scope, timeline, and risks to both teams and manage any changes or issues that may arise. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

### NEW QUESTION # 124

The data science team at Universal Containers (UC) has been asked to analyze the sales team's data within Salesforce. Early in their research, the data science team discovered concerns about data quality. UC has brought in a business analyst (BA) to help address the concern.

What should the BA focus on doing first during the initial discovery phase?

- A. Shadow the sales team to observe process for entering data into Accounts and Opportunities.
- B. Meet with the executive leadership team to accurately understand the business need.
- C. Understand and document the data quality issues reported by the data science team

**Answer: C**

Explanation:

The first step that the business analyst should take during the initial discovery phase is to understand and document the data quality issues reported by the data science team. Data quality issues are problems or errors that affect the accuracy, completeness,

consistency, timeliness, or validity of data in a system or database.

Data quality issues can negatively affect the analysis, reporting, decision making, or performance of a system or solution. The business analyst should understand and document the data quality issues reported by the data science team by asking questions, reviewing data samples, identifying root causes, and measuring impacts.

Understanding and documenting the data quality issues helps to define and prioritize the business problem or need, as well as propose and evaluate potential solutions. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

## NEW QUESTION # 125

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The feeling isn't quite as bad these days as when I first started speaking BA-201 publicly, but I doubt it will ever entirely go away, This is because the autonomous presence of language was emphasized for the first time.

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