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Salesforce BA-201 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Collaboration with Stakeholders	23%	- Identify stakeholders and build effective relationships - Select appropriate communication and analysis techniques - Bridge gaps between business and technical teams - Plan discovery activities based on stakeholder groups
Topic 2: Business Process Mapping and Optimization	12%	- Validate process designs with stakeholders - Design optimized processes aligned with Salesforce - Map existing business processes - Identify improvement opportunities
Topic 3: Customer Discovery	17%	- Identify business goals, strategies, and challenges - Analyze environment and identify constraints/opportunities - Understand role of Business Analyst in implementation lifecycle - Assess current state of Salesforce usage - Align Salesforce capabilities with business needs
Topic 4: Requirements Gathering and Management	18%	- Document and maintain requirements in version control - Distinguish between scope, requirements, and user stories - Engage stakeholders to elicit, validate, and prioritize requirements
Topic 5: User Stories and Acceptance Criteria	18%	- Write clear, testable acceptance criteria - Define components of a well-formed user story - Manage and maintain user story documentation
Topic 6: Development Support and User Acceptance	12%	- Support development teams with clarification - Document lessons learned and feedback - Define and plan user acceptance testing - Evaluate test results and confirm solution meets requirements

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Salesforce Certified Business Analyst Sample Questions (Q222-Q227):

NEW QUESTION # 222

Cloud Kicks has completed the user acceptance testing (UAT) phase of a major update to Sales Cloud for its EMEA sales team. How should the business analyst help the EMEA sales team learn the new features?

- **A. Build tooltips and discoverable content in the new console layouts.**
- B. Document key changes and gather feedback to update the backlog.
- C. Organize user groups by permission set and train each team.

Answer: A

Explanation:

This answer states that building tooltips and discoverable content in the new console layouts is how the BA should help the EMEA sales team learn the new features after completing the user acceptance testing phase of a major update to Sales Cloud. Tooltips are small pop-up windows that provide brief explanations or instructions for a feature or a functionality when a user hovers over or clicks on an element. Discoverable content is content that is hidden until a user interacts with a trigger, such as a button, a link, or an icon.

Building tooltips and discoverable content in the new console layouts can help the BA to provide contextual and on-demand guidance and information to the EMEA sales team, and help them learn the new features at their own pace and convenience.

References: <https://trailhead.salesforce.com/en/content/learn/modules>

[/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills](https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills)

NEW QUESTION # 223

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

Answer: B

Explanation:

This answer states that defining the acceptance criteria is what the BA should do next after conducting discovery sessions for implementing Experience Cloud at UC and writing user stories. Acceptance criteria are a set of conditions or tests that a user story must meet or pass in order to be considered done and ready for deployment or delivery. Defining the acceptance criteria means that the BA specifies what the solution must do or have to satisfy the user story, and how to verify or measure its success. Defining the acceptance criteria is what the BA should do next after writing user stories because it helps the BA to clarify and communicate the requirements and expectations of the user story, and to ensure that the solution meets them. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

NEW QUESTION # 224

The operations team at Universal Containers is developing a new inventory forecasting application available on its Experience Cloud site. Management wants to identify key external stakeholders to assist with determining project priorities.

Which external stakeholders should the business analyst recommend?

- A. Governing bodies
- **B. Buyers and customers**
- C. Third-party vendors

Answer: B

Explanation:

For a project like developing a new inventory forecasting application on an Experience Cloud site, identifying key external

stakeholders is critical for ensuring that the solution meets the end-users' needs. Buyers and customers are the primary users of such a platform and are directly impacted by its functionality and performance. Involving them in determining project priorities helps to align the development efforts with the actual market demand and user expectations, leading to a more successful and user-centric solution.

NEW QUESTION # 225

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets.

What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

- A. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
- B. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.
- C. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them.

Answer: C

Explanation:

The best practice for understanding the sales reps process in order to increase Salesforce adoption is to host focus groups, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them. These methods help to elicit feedback and insights from the sales reps, understand their pain points and needs, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of using Salesforce. The other options are either insufficient or irrelevant. Option B does not capture the sales reps' perspectives or preferences, and may not reflect their actual usage of Salesforce. Option C does not address the sales reps' process or challenges, and may not be applicable or effective for them. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facilitate-discovery-sessions>

NEW QUESTION # 226

A business analyst (BA) sees that all the acceptance criteria they wrote for an upcoming project go live have passed unit testing. How can the BA support the product team to ensure the solution meets the business's needs before demoing it to the relevant stakeholders?

- A. Prepare documentation to summarize the QA team's test results for the business stakeholders.
- B. Collaboration with stakeholders to establish to rollout communication and training plan.
- C. Help conduct user acceptance testing to make sure the product works smoothly across all business processes.

Answer: C

Explanation:

User Acceptance Testing (UAT) ensures the solution meets business requirements and is ready for deployment:

Validation of Business Needs: UAT allows end users to test the solution against real-world scenarios, ensuring the product aligns with the business processes.

BA's Role in Testing: Salesforce highlights the importance of the BA in facilitating and supporting UAT to identify any gaps before stakeholder demos.

Smooth Transition: UAT provides an opportunity to refine the product and enhance user confidence in its functionality.

NEW QUESTION # 227

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