This is my turn to enquire. This is usually how I would start.

1. What is the latest work you have done?

Expectation here is to help me understand what you have been doing recently.

- Your client industry
- What is the project about
- What is your role
- Latest feature

Based on the response, I would take up the next set of questions

What follows is not necessarily in same order. But largely the pattern is more or less similar.

2. What is a Lead Process ?

What are different ways you can get Leads into Salesforce ?

What is Lead Assignment ?

3. Assume, I have 3 teams working on Leads, how can I ensure the incoming leads are assigned equally to them ?

To discuss round robin allocation.

4. Let's say the maximum leads to nurture per day is 3 and with 3 team members, I can handle 9. If new leads come in, what will you do with them ?

To discuss further on queues.

5. What is Web-To-Lead

   Expecting to hear an actual use case.

6. What is Lead Conversion

   Elaboration on the different aspects of conversion.

7. Lets say you have Lead process with 3 status - New, Nurturing, Qualified. When the status is set to Qualified, I want to convert the Lead. Can it be done, if so How ?

   Enter the flows

8. For the above, if the answer is flow, then I will ask why not trigger ?

   Just to understand if the guy used triggers and geta sense of his understanding

9. After the lead conversion, if a new lead is getting created with same email, I want to prevent it, How can this be done ?

   Config way, custom way - detailed discussion.

10. How to access leads which got converted

    Checking how far you go researching[1]

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[1] Follow for everything about Salesforce
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