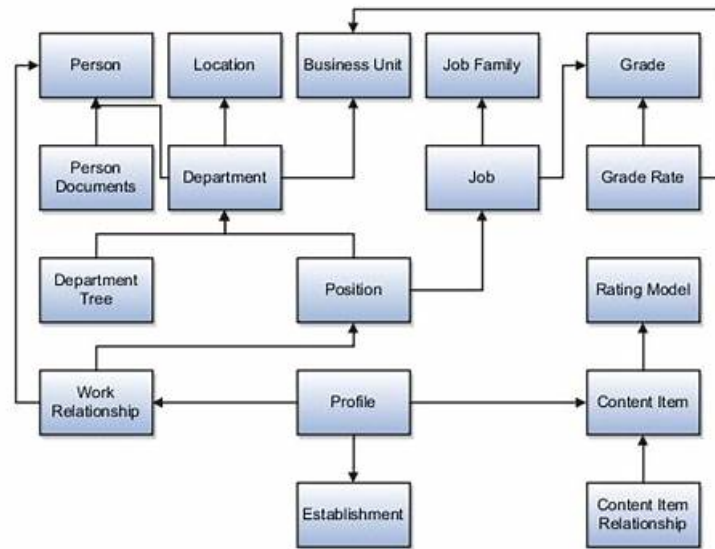


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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Lead Management from Lead to Opportunity: This section measures the skills of Lead Administrators and Sales Pipeline Managers in managing leads and converting them into opportunities. It includes setting up lead scoring, assigning leads to sales teams, and ensuring seamless handoff from marketing to sales.
Topic 2	<ul style="list-style-type: none"> Version with Bullet Points: Acquiring Life Cycle: This section of the exam measures the skills of Sales Process Analysts and CRM Specialists in understanding the initial stages of the sales process.
Topic 3	<ul style="list-style-type: none"> Opportunity to Forecast: This domain tests the knowledge of Sales Forecasters and Revenue Analysts in translating opportunities into accurate sales forecasts. It includes configuring forecasting methods, analyzing pipeline health, and using Oracle Sales tools to predict revenue outcomes effectively.
Topic 4	<ul style="list-style-type: none"> Channel Lead to Vendor Opportunity: This domain tests the knowledge of Partner Account Managers and Sales Coordinators in converting channel leads into vendor opportunities. It includes collaboration workflows, partner performance tracking, and integrating channel activities with vendor sales processes.
Topic 5	<ul style="list-style-type: none"> Sales Play to Key Account Opportunity: This section measures the skills of Key Account Managers and Account Executives in executing targeted sales strategies to identify and manage key account opportunities. It focuses on customizing sales approaches, leveraging Oracle Sales analytics for account prioritization, and aligning sales efforts with customer needs.
Topic 6	<ul style="list-style-type: none"> Quote to Order: This section measures the skills of Order Management Specialists and Sales Administrators in converting quotes into orders. It emphasizes streamlining the order-to-cash process, ensuring accurate order fulfillment, and managing order workflows efficiently.

Topic 7	<ul style="list-style-type: none"> • Order to Close Opportunit: This section evaluates the expertise of Sales Closers and Deal Managers in finalizing sales opportunities and managing orders. It includes configuring approval workflows, tracking closure metrics, and ensuring seamless handoff to fulfillment teams.
Topic 8	<ul style="list-style-type: none"> • Converting Life Cycle: This section evaluates the expertise of Lead Conversion Managers and Sales Representatives in transitioning prospects into qualified leads and opportunities. It emphasizes techniques for nurturing leads through personalized engagement strategies and aligning these processes with Oracle Sales automation features.
Topic 9	<ul style="list-style-type: none"> • Lead Generation from Social Prospect to Lead: This domain tests the knowledge of Social Media Managers and Sales Operations Specialists in transforming social media interactions into actionable leads. It covers using Oracle Sales tools to track, categorize, and prioritize social leads for efficient conversion.
Topic 10	<ul style="list-style-type: none"> • Vendor Lead to Channel Opportunity: This section evaluates the expertise of Channel Sales Managers and Partner Relationship Managers in handling vendor-generated leads and converting them into channel opportunities. It covers configuring partner portals, tracking channel opportunities, and aligning vendor and partner workflows.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q22-Q27):

NEW QUESTION # 22

In the Sales Play to Key Account process, organizations analyze buyers' needs based on prospect insights to customize a personalized offering. Which role is responsible for this analysis?

- A. Sales Manager
- **B. Key Account Executive**
- C. Marketing Analyst
- D. Sales Representative
- E. Sales Analyst

Answer: B

Explanation:

In Oracle CX Sales, the "Key Account Executive" (D) is responsible for analyzing buyer needs and customizing offerings for key accounts. This role combines strategic insight with direct account interaction, leveraging prospect data to tailor solutions. The "Marketing Analyst" (A) provides data but doesn't customize offerings. The "Sales Manager" (B) oversees teams, not individual analysis. The "Sales Representative" (C) executes sales, while the "Sales Analyst" (E) focuses on broader analytics, not personalization. The answer (Ans: 4) aligns with Oracle's emphasis on the Key Account Executive's strategic role.

NEW QUESTION # 23

Opportunities can be categorized based on different product groups, service lines, geographies, industries, and more. What is the term for this categorization?

- A. Revenue Collection
- B. Sales Pipeline

- C. Opportunity Grouping
- D. Sales Group
- E. Sales Forecast

Answer: C

Explanation:

In Oracle CX Sales, categorizing opportunities by attributes like product groups or geographies is called "Opportunity Grouping" (E), a term for segmentation analysis. "Sales Group" (A) refers to teams. "Sales Pipeline" (B) tracks progress, not categories. "Revenue Collection" (C) is unrelated. "Sales Forecast" (D) predicts revenue, not categorization. The answer (Ans: 5) matches Oracle's terminology.

NEW QUESTION # 24

Which three data points can be used to evaluate lead ranking rules?

- A. Customer Profile Data
- B. Lead Data
- C. Opportunity Revenue Data
- D. Contact Profile Data

Answer: A,B,D

Explanation:

In Oracle CX Sales, lead ranking rules prioritize leads based on relevant data. "Contact Profile Data" (A) includes individual details (e.g., role, engagement), critical for ranking. "Lead Data" (B) encompasses lead-specific attributes (e.g., score, source), the foundation of ranking. "Customer Profile Data" (D) provides account-level insights (e.g., size, industry), enhancing prioritization. "Opportunity Revenue Data" (C) applies post-conversion, not to lead ranking. The answer (Ads: 1, 2, 4) aligns with Oracle's lead management framework.

NEW QUESTION # 25

As part of the Research and Engage Prospects stage, which option best defines social listening?

- A. Generating product hype by paying influencers on social media sites
- B. Monitoring social media for buyer digital body language, buying cues, and requests for recommendations
- C. Monitoring websites for unfavorable opinions of a company's products
- D. Responding to customer complaints through direct responses on social media websites

Answer: B

Explanation:

Social listening in Oracle CX Sales involves proactively tracking social media for insights into prospect behavior. "Monitoring social media for buyer digital body language, buying cues, and recommendations" (D) best defines this, as it focuses on identifying purchase intent and engagement opportunities. "Monitoring websites for opinions" (A) is narrower, "responding to complaints" (B) is reactive, and "paying influencers" (C) is a marketing tactic, not listening. Answer (Ans: 4) aligns with Oracle's prospect engagement strategy.

NEW QUESTION # 26

Which two are lead generation objectives?

- A. Reduce submitted service requests from customers.
- B. Convert prospects into customers.
- C. Increase brand awareness on social media sites.
- D. Boost sales.

Answer: B,D

Explanation:

Lead generation in Oracle CX Sales aims to drive sales outcomes. "Convert prospects into customers" (B) is a primary objective, turning leads into revenue. "Boost sales" (D) is the ultimate goal, tied to lead conversion. "Reduce service requests" (A) is a service

goal, not lead generation. "Increase brand awareness" (C) is a marketing byproduct, not a direct objective. The answer (Ans: 2-4) aligns with Oracle's lead generation focus.

NEW QUESTION # 27

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Passing the Oracle Sales Business Process Foundations Associate Rel 2 (1z0-1108-2) exam requires the ability to manage time effectively. In addition to the Oracle 1z0-1108-2 exam study materials, practice is essential to prepare for and pass the Oracle 1z0-1108-2 Exam on the first try. It is critical to do self-assessment and learn time management skills.

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