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Oracle 1Z0-1108-2 Oracle Sales Business Process Foundations Associate Rel 2

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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none"> • Opportunity to Quote: This section evaluates the expertise of Sales Operations Specialists and Quotation Specialists in generating quotes from qualified opportunities. It covers configuring quote templates, pricing rules, and integrating quotes with Oracle CPQ tools for streamlined sales processes.
Topic 4	<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 5	<ul style="list-style-type: none"> • 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. It covers identifying and engaging potential customers, focusing on strategies for acquiring new prospects, and converting them into leads. This includes leveraging social media and other channels to generate interest and capture leads effectively.
Topic 6	<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 7	<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 8	<ul style="list-style-type: none"> • Order to Close Opportunity: 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 9	<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 10	<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.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q34-Q39):

NEW QUESTION # 34

Which two statements concerning lead score are correct?

- A. Lead scoring rules can only be run once per week.
- B. Lead score is a score assigned to a lead that can help in its qualification for further stages.
- C. Lead score can be used as a criterion for lead ranking rules.
- D. The data points/input that form the overall score must come from the lead source data.

Answer: B,C

Explanation:

In Oracle CX Sales, "Lead score is a score assigned to a lead that can help in its qualification" (A) is true, aiding prioritization. "Lead score can be used as a criterion for lead ranking rules" (C) is also true, as scores drive rank tiers. "Must come from lead source data" (B) is false, as scores use multiple data points (e.g., behavior, profile). "Only run once per week" (D) is incorrect, as scoring can be dynamic. The answer (Ans: 1, 3) reflects Oracle's flexible scoring system.

NEW QUESTION # 35

In an organization, Anita is the Channel Account Manager, Bob is the Partner Sales Manager, Chris is the Service Representative, Danielle is the Partner Sales Representative, and Edward is the Channel Sales Manager. Once a lead is converted into an opportunity, who will become the owner of the opportunity?

- A. Bob
- B. Anita
- C. Chris
- **D. Danielle**
- E. Edward

Answer: D

Explanation:

In Oracle CX Sales, the "Partner Sales Representative" (E), Danielle, becomes the opportunity owner after converting a lead, as they manage the sales cycle post-conversion in the channel process. "Edward" (A), Channel Sales Manager, and "Anita" (B), Channel Account Manager, oversee strategy and assignments, not ownership. "Chris" (C), Service Representative, is unrelated. "Bob" (D), Partner Sales Manager, supervises but doesn't own opportunities. The answer (Ans: 5) reflects Oracle's ownership rules.

NEW QUESTION # 36

In the Channel Lead to Vendor Opportunity process, in your organization, Sam is a Partner Sales Representative, Tina is a Partner Sales Manager, Victoria is a Channel Account Manager, and Walter is the Channel Vice President. Who has the responsibility of assigning an opportunity to Sam?

- A. Walter
- B. Sam himself
- C. Tina
- **D. Victoria**

Answer: D

Explanation:

In the Channel Lead to Vendor Opportunity process, the "Channel Account Manager" (A), Victoria, assigns opportunities to partners like Sam, the Partner Sales Representative, ensuring alignment with vendor goals. "Walter" (B), Channel VP, is too senior. "Tina" (C), Partner Sales Manager, oversees Sam but doesn't assign from the vendor side. "Sam himself" (D) doesn't self-assign. The answer (Ans: 1, corrected from 4) reflects Oracle's channel assignment role.

NEW QUESTION # 37

Which are the three initial factors to be considered for forecasting output?

- A. Estimated Commission
- **B. Close Date**
- **C. Win Probability**
- **D. Sales Stages**

Answer: B,C,D

Explanation:

Forecasting output in Oracle CX Sales relies on initial factors that predict revenue. "Win Probability" (B) estimates success likelihood, weighting the forecast. "Sales Stages" (C) show pipeline position, affecting timing and certainty. "Close Date" (D) determines when revenue is expected, critical for period-based forecasts. "Estimated Commission" (A) is a sales incentive, not a direct forecasting factor. The answer (Ans: 2, 3, 4) reflects Oracle's focus on probability, stage, and timing in forecasting.

NEW QUESTION # 38

Based on which four factors can the quoting application apply discounts on the quote?

- A. Customer Location
- B. Product Specified
- C. Customer Identity
- D. Quantity of Product (Volume Discount)
- E. Total Revenue of Quote

Answer: B,C,D,E

Explanation:

In Oracle CX Sales, the quoting application applies discounts based on predefined rules. "Customer Identity" (A) allows discounts tailored to specific accounts (e.g., key accounts or loyal customers). "Total Revenue of Quote" (B) enables discounts based on the overall value of the deal, encouraging larger purchases. "Product Specified" (D) allows product-specific promotions or discounts. "Quantity of Product (Volume Discount)" (E) is a common factor, incentivizing bulk purchases. "Customer Location" (C) might influence pricing but is less commonly a direct factor for discounts unless tied to regional promotions, which isn't standard in the quoting process. The answer (RDS: 1-2-4-5) reflects Oracle's flexible discount configuration.

NEW QUESTION # 39

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