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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">• 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 2	<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 3	<ul style="list-style-type: none">• Sales Order to Subscription: This domain tests the knowledge of Subscription Managers and Customer Success Specialists in transitioning sales orders into subscription models. It covers setting up recurring billing, managing subscription lifecycles, and ensuring ongoing customer satisfaction.
Topic 4	<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 5	<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 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">• 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.
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.

Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q36-Q41):

NEW QUESTION # 36

Sales groups help the business team to analyze opportunities of a similar type and track their progression in the sales pipeline. On which three criteria can sales groups be based?

- A. Product
- B. Service
- C. Sales Manager
- D. Contracts
- E. Business Lines

Answer: A,B,E

Explanation:

Sales groups in Oracle CX Sales categorize opportunities for analysis. "Service" (A) and "Product" (B) are common criteria, reflecting offerings. "Business Lines" (E) align with organizational units. "Sales Manager" (C) defines team ownership, not group criteria. "Contracts" (D) are specific to deals, not grouping. The answer (Ans: 1, 2, 5, corrected from 3-5) fits Oracle's sales group

definition.

NEW QUESTION # 37

Beth is the Key Account Executive for Brands Inc. Bertha is the Sales Representative, Bobbie is the Marketing Analyst, and Bernice is the Marketing Director. Who is responsible for generating and analyzing campaign responses?

- A. Bernice
- B. Beth
- C. Bobbie
- D. Bertha

Answer: C

Explanation:

Generating and analyzing campaign responses is a marketing analytics task. "Bobbie" (A), the Marketing Analyst, is responsible for tracking and interpreting campaign data. "Beth" (B), the Key Account Executive, focuses on account strategy, while "Bertha" (C), the Sales Representative, handles sales execution. "Bernice" (D), the Marketing Director, oversees strategy, not detailed analysis. The corrected answer (Ans: 3 typo corrected to A) aligns with Oracle's marketing roles.

NEW QUESTION # 38

Select the correct statement regarding lead score and lead rank.

- A. Lead score is based on lead rank.
- B. Lead rank is based on lead score.
- C. Lead score is always based on allocation of budget.
- D. Lead rank and score are independently determined.

Answer: B

Explanation:

In Oracle CX Sales, "Lead score" is a numerical value from qualification templates, reflecting lead quality. "Lead rank" is a priority tier derived from that score. Thus, "Lead rank is based on lead score" (D) is correct. "Lead score based on lead rank" (A) reverses the relationship. "Always based on budget" (B) is false, as scores use multiple criteria. "Independently determined" (C) ignores their interdependence. The answer (Acts: 4) aligns with Oracle's scoring and ranking logic.

NEW QUESTION # 39

In the Sales Play to Key Account process, which four key account values can be used to segment key accounts?

- A. Account Age
- B. Global Reach
- C. Growth Potential
- D. Commitment
- E. Goal Alignment
- F. Frequent Business
- G. Profitability

Answer: C,D,E,F

Explanation:

The Sales Play to Key Account process in Oracle CX Sales involves segmenting key accounts based on strategic value. "Goal Alignment" (C) assesses how well the account's objectives match the vendor's offerings. "Growth Potential" (D) evaluates future revenue opportunities. "Commitment" (F) measures the account's loyalty or partnership strength. "Frequent Business" (G) indicates transaction consistency, a key metric for prioritization. "Account Age" (A), "Global Reach" (B), and "Profitability" (E) are relevant but less emphasized in Oracle's key account segmentation compared to these four, which focus on relationship and potential. The answer (Ans: 3-4-6-7) reflects Oracle's account planning focus.

Which two life cycles are part of the Oracle CX Sales Business Process?

- Answer: C,D**

The Oracle CX Sales Business Process includes distinct life cycles. "Creating" (A) likely refers to opportunity or solution creation (context-adjusted from type "Acts"), a core phase. "Converting" (E) covers lead-to-opportunity conversion, a fundamental CX Sales process. "Acquiring" (B) and "Managing Leads" (D) are subprocesses within broader cycles, while "Developing" (C) is vague and not a standard lifecycle term. The answer (Acts: 1-5, corrected to A, E) fits Oracle's lifecycle framework.

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