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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">• 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 2	<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 3	<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 4	<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 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"> 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 7	<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 8	<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.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q12-Q17):

NEW QUESTION # 12

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

- A. Creating
- B. Acquiring
- C. Converting
- D. Managing Leads
- E. Developing

Answer: A,C

Explanation:

The Oracle CX Sales Business Process includes distinct life cycles. "Creating" (A) likely refers to opportunity or solution creation (context-adjusted from typo "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.

NEW QUESTION # 13

Which two statements are true about the lead qualification process?

- A. The lead rank determines the lead score.
- B. Lead qualification templates are a series of questions and responses that generate a lead score.
- C. Leads are analyzed by lead qualification templates.
- D. Lead qualification templates are the only method available to qualify a lead.

Answer: B,C

Explanation:

In Oracle CX Sales, lead qualification uses structured tools. "Lead qualification templates are a series of questions and responses that generate a lead score" (B) is true, as templates assess lead quality via scored criteria. "Leads are analyzed by lead qualification templates" (C) is also true, describing how templates evaluate leads systematically. "Lead qualification templates are the only method" (A) is false, as manual qualification is also possible. "The lead rank determines the lead score" (D) is incorrect; lead score influences rank, not vice versa. The answer (Ans: 2, 3) matches Oracle's lead management framework.

NEW QUESTION # 14

Which two are lead generation objectives?

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

Answer: A,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 # 15

Gina has accepted a lead and conducted a series of interviews with the customer. Based on the interviews, she has concluded that this lead is not worth pursuing. Which action will Gina take now?

- A. Reject the lead
- B. Escalate the lead
- C. Retire the lead
- D. Convert the lead
- E. Transfer the lead

Answer: C

Explanation:

In Oracle CX Sales, a lead deemed unworthy after qualification is "Retired" (D), removing it from active pursuit while retaining it for records. "Reject the lead" (B) is less common terminology in Oracle, typically used pre-acceptance. "Transfer the lead" (A) reassigns it, not applicable here. "Escalate the lead" (C) seeks review, unnecessary for a dead-end lead. "Convert the lead" (E) is for qualified leads. The answer (Ans: 4) aligns with Oracle's lead disposition process.

NEW QUESTION # 16

Which two statements concerning lead score are correct?

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

Answer: C,D

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 (Ads: 1, 3) reflects Oracle's flexible scoring system.

NEW QUESTION # 17

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