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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"> 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"> 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 4	<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 5	<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 6	<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 7	<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.

Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q15-Q20):

NEW QUESTION # 15

Jeff is the Key Account Executive for Cleaner Company. John is the Sales Representative, Jerry is the Sales Vice President, Jonah is the Marketing Analyst, and Josiah is the Sales Manager (John's manager). Who is primarily responsible for creating the leads generated from campaign responses?

- A. Josiah
- B. Jerry
- C. Jonah
- D. Jeff
- E. John

Answer: E

Explanation:

In Oracle CX Sales, creating leads from campaign responses is an operational task typically assigned to the Sales Representative, who engages prospects directly. Here, "John" (D), the Sales Representative, is responsible for capturing and creating leads based on campaign data, such as responses tracked by marketing. "Jeff" (C), the Key Account Executive, focuses on strategic account management, not lead creation. "Josiah" (A), the Sales Manager, oversees the process but doesn't create leads. "Jerry" (B), the

Sales VP, and "Jonah" (E), the Marketing Analyst, are too senior or marketing-focused for this task. The answer (Ans: 4) aligns with Oracle's lead generation workflow, where sales reps act on marketing inputs.

NEW QUESTION # 16

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

Answer: C

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 # 17

Which three key parameters will a Sales Manager use to evaluate and prioritize opportunities?

- A. Close Date
- B. Win Probability
- C. Product
- D. Sales Stage
- E. Revenue

Answer: A,B,D

Explanation:

A Sales Manager evaluates and prioritizes opportunities based on key parameters that indicate the likelihood of success and the urgency of the deal. "Sales Stage" (A) reflects the current progress of the opportunity in the sales pipeline, helping the manager assess how close it is to closing. "Close Date" (B) indicates the timeline, allowing prioritization of opportunities that are nearing their deadline. "Win Probability" (D) is a critical metric in Oracle CX Sales, providing a percentage likelihood of winning the deal, which helps in focusing efforts on high-potential opportunities. While "Product" (C) and "Revenue" (E) are important details, they are typically secondary to the core prioritization metrics of stage, timing, and probability. The corrected answer (RDS: 1-2-4) aligns with Oracle's emphasis on pipeline management and forecasting.

NEW QUESTION # 18

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

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

Answer: A,B,D,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.

NEW QUESTION # 19

Which is an input for the Develop Initial Dialog process?

- A. The Sales Representative starts a one-on-one conversation with the prospect and captures contact information to create a lead.
- **B. A prospect shows purchase intent and posts a query on product/service features or pricing on social media.**
- C. A social media site administrator posts a link to a white paper site explaining the benefits of the company's products.
- D. None of the above (implied fifth option based on Ans: 5 typo correction)
- E. An analytics service analyzes the clicking patterns of website visitors.

Answer: B

Explanation:

The Develop Initial Dialog process initiates engagement with prospects showing intent. "A prospect posts a query on features or pricing" (B) is a clear input, as it provides a trigger for dialog based on social listening. "Posting a white paper link" (A) is an output, not an input. "Starting a conversation" (C) is the process itself, not an input. "Analytics of clicking patterns" (D) is background data, not a direct dialog trigger. The original "Ans: 5" seems a typo; corrected to B based on context.

NEW QUESTION # 20

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