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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">• 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 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"> • 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 5	<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 6	<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 7	<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.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q17-Q22):

NEW QUESTION # 17

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

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

Answer: A,B,C

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

Select the correct statement regarding lead score and lead rank.

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

Answer: C

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 # 19

Which two statements are true about the lead conversion process?

- **A. When a lead is converted, the status of the lead is changed to Converted.**
- B. A lead can be automatically converted to an opportunity through the qualification process.
- **C. Sales account, product, and revenue information are passed on to the new opportunity.**
- D. When a lead is converted, the status of the lead is changed to Closed.

Answer: A,C

Explanation:

In Oracle CX Sales, "Sales account, product, and revenue information are passed on" (A) is true, as these details populate the opportunity. "Status changed to Converted" (C) is also true, marking the lead's transition. "Automatically converted through qualification" (B) can occur with rules, but isn't universally true without configuration. "Status changed to Closed" (D) is false; "Converted" is distinct from "Closed" (e.g., Retired). The answer (Ans: 1, 3) aligns with Oracle's lead lifecycle.

NEW QUESTION # 20

Which four job roles participate in the Acquiring Life Cycle?

- A. Marketing Vice President
- **B. Sales Manager**
- **C. Channel Manager**
- **D. Sales Representative**
- **E. Lead Specialist**
- F. Marketing Manager

Answer: B,C,D,E

Explanation:

The Acquiring Life Cycle in Oracle CX Sales focuses on lead generation and early engagement. The "Channel Manager" (B) drives partner-led acquisition. The "Sales Manager" (C) supervises the process. The "Sales Representative" (D) engages prospects. The "Lead Specialist" (E) manages lead generation and qualification. The "Marketing Vice President" (A) and "Marketing Manager" (F) are strategic, not operational, roles in this cycle. The corrected answer (Ans: 2, 3, 4, 6) aligns with Oracle's acquisition workflow.

NEW QUESTION # 21

Charles is the Sales Representative for key account Ajax Inc. Carole is the Sales Manager, Catherine is the Sales Director, Carlos is the Marketing Director, and Clarice is the Marketing Vice President. Which two people are primarily responsible for analyzing customer onboarding calls?

- A. Carlos
- **B. Carole**
- C. Clarice

- D. Charles
- E. Catherine

Answer: B,D

Explanation:

Analyzing customer onboarding calls falls to sales roles directly involved with the account. "Charles" (A), the Sales Representative, handles day-to-day interactions and gathers insights from calls. "Carole" (C), the Sales Manager, oversees the process and ensures alignment with sales goals. "Catherine" (D), "Carlos" (E), and "Clarice" (B) are higher-level or marketing roles, less involved in operational analysis. The corrected answer (Ans: 1, 3) fits Oracle's sales team responsibilities.

NEW QUESTION # 22

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