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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">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 2	<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 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">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 5	<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 6	<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 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">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 9	<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 10	<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 11	<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 12	<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.

Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions

(Q12-Q17):

NEW QUESTION # 12

In the Sales Play to Key Account process, organizations analyze buyers' needs based on prospect insights to customize a personalized offering. Which role is responsible for this analysis?

- A. Sales Manager
- B. Marketing Analyst
- C. Key Account Executive
- D. Sales Representative
- E. Sales Analyst

Answer: C

Explanation:

In Oracle CX Sales, the "Key Account Executive" (D) is responsible for analyzing buyer needs and customizing offerings for key accounts. This role combines strategic insight with direct account interaction, leveraging prospect data to tailor solutions. The "Marketing Analyst" (A) provides data but doesn't customize offerings. The "Sales Manager" (B) oversees teams, not individual analysis. The "Sales Representative" (C) executes sales, while the "Sales Analyst" (E) focuses on broader analytics, not personalization. The answer (Ans: 4) aligns with Oracle's emphasis on the Key Account Executive's strategic role.

NEW QUESTION # 13

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

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

Answer: C,E

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 # 14

As part of the Research and Engage Prospects stage, which option best defines social listening?

- A. Monitoring social media for buyer digital body language, buying cues, and requests for recommendations
- B. Responding to customer complaints through direct responses on social media websites
- C. Generating product hype by paying influencers on social media sites
- D. Monitoring websites for unfavorable opinions of a company's products

Answer: A

Explanation:

Social listening in Oracle CX Sales involves proactively tracking social media for insights into prospect behavior. "Monitoring social media for buyer digital body language, buying cues, and recommendations" (D) best defines this, as it focuses on identifying purchase intent and engagement opportunities. "Monitoring websites for opinions" (A) is narrower, "responding to complaints" (B) is reactive, and "paying influencers" (C) is a marketing tactic, not listening. Answer (Ans: 4) aligns with Oracle's prospect engagement strategy.

NEW QUESTION # 15

To which sales channel are opportunities assigned after being converted from leads?

- A. Direct

- B. Partner
- C. Associate
- D. Indirect

Answer: B

Explanation:

In Oracle CX Sales, when leads are converted to opportunities, the sales channel reflects the context of the lead source. The corrected term "Partner" (C) replaces the typo "Parthes" from the original document. Opportunities from leads in a channel context (e.g., Vendor Lead to Channel Opportunity process) are typically assigned to the "Partner" channel, as partners manage these opportunities post-conversion. "Indirect" (A) and "Direct" (B) refer to broader sales strategies, while "Associate" (D) isn't a standard channel term. Answer (RDS: 3) aligns with channel processes.

NEW QUESTION # 16

Which four are steps in the Final Forecast Submission process?

- A. A Sales Representative submits the initial forecast to the Sales Manager.
- B. The Sales Manager reviews the forecast and decides whether to accept or reject it.
- C. If the Sales Manager is not satisfied with the forecast, then they can reject it with rejection notes.
- D. The Sales Manager can perform adjustments in the forecast and resubmit it.
- E. The Sales Representative can bypass the Sales Manager and directly submit a forecast.

Answer: A,B,C,D

Explanation:

The Final Forecast Submission process in Oracle CX Sales is hierarchical. "A Sales Representative submits the initial forecast" (A) starts the process. "The Sales Manager adjusts and resubmits" (C) allows refinements. "The Sales Manager reviews and decides" (D) is core to approval. "The Sales Manager rejects with notes" (E) ensures feedback. "Bypassing the Sales Manager" (B) contradicts Oracle's structured workflow, making it false. The answer (Ans: 1, 3, 4, 5) aligns with Oracle's forecasting hierarchy.

NEW QUESTION # 17

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