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## Questions & Answers (Demo Version - Limited Content)

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## Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q25-Q30):

### NEW QUESTION # 25

Which two are lead generation objectives?

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

**Answer: A,B**

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 # 26

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

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

**Answer: D**

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 # 27

Quotes may have one of four statuses. During which status might a Sales Manager be required to approve an out-of-policy discount?

- A. Pending Review
- B. Pending Customer Approval
- C. Approved
- D. Created

**Answer: A**

Explanation:

In Oracle CX Sales, quote statuses include Created, Pending Review, Pending Customer Approval, and Approved. "Pending Review" (C) is when a Sales Manager might approve an out-of-policy discount, as it's the internal review stage before finalization. "Pending Customer Approval" (A) is post-internal approval, for customer sign-off. "Created" (B) is too early, pre-review. "Approved" (D) is post-approval, completed. The answer (Ans: 3) fits Oracle's quote approval process.

### NEW QUESTION # 28

Which three are used for creating leads in the CX Sales application?

- A. Leads can be created through integration with a marketing application, such as Oracle Eloqua.
- B. A salesperson can manually create new leads in the UI.
- C. A Sales Administrator can use the Import Management process.
- D. A Sales Administrator can initiate a built-in lead generation process tool.

**Answer: A,B,C**

Explanation:

Oracle CX Sales supports multiple lead creation methods. "A Sales Administrator can use the Import Management process" (B) allows bulk lead imports. "Integration with a marketing application like Oracle Eloqua" (C) automates lead capture from campaigns. "A salesperson can manually create new leads in the UI" (D) enables direct entry. "A built-in lead generation process tool" (A) is vague and not a standard Oracle CX Sales feature; lead generation typically ties to marketing tools or manual actions. The answer (Ans: 2-3-4) reflects Oracle's lead creation options.

#### **NEW QUESTION # 29**

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

**Answer: E**

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 # 30**

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