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Oracle 1Z0-1108-2 Oracle Sales Business Process Foundations Associate Ref 2

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Oracle 1z0-1108-2 Exam Syllabus Topics:

| Topic | Details |
|---------|---|
| Topic 1 | <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 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">• 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. |

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|----------|---|
| Topic 4 | <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 5 | <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 6 | <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 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. |
| Topic 8 | <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 9 | <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 10 | <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 11 | <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 12 | <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. |

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q27-Q32):

NEW QUESTION # 27

Select the correct statement regarding lead score and lead rank.

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

Answer: D

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 # 28

In the Vendor Lead to Channel Opportunity process, which process is performed by vendors?

- A. Convert Leads
- B. Assign Leads
- C. Qualify Leads
- D. Accept Leads

Answer: B

Explanation:

In the Vendor Lead to Channel Opportunity process, vendors initiate the workflow. "Assign Leads" (C) is the vendor's role, distributing leads to partners for pursuit. "Qualify Leads" (A) and "Convert Leads" (B) are partner responsibilities post-assignment. "Accept Leads" (D) is also a partner action, not the vendor's. The corrected answer (Acts: 3) reflects Oracle's vendor-to-channel handoff process.

NEW QUESTION # 29

In the Channel Lead to Vendor Opportunity process, Ben, a Partner Sales Representative, has accepted a lead and conducted promising conversations with the customer, leading him to qualify the lead. Once the lead is qualified, what is the next action Ben will take?

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

Answer: B

Explanation:

After qualifying a lead in Oracle CX Sales, the next step is to "Convert the lead" (D) into an opportunity if it meets criteria, which Ben does after promising conversations. "Retire the lead" (A) or "Reject the lead" (C) applies to unqualified leads. "Escalate the lead" (B) involves higher review, unnecessary here. "Transfer the lead" (E) shifts ownership, not applicable post-qualification. The answer (Ans: 4) follows Oracle's lead-to-opportunity conversion process.

NEW QUESTION # 30

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

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

Answer: C

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 # 31

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

Answer: E

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 # 32

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