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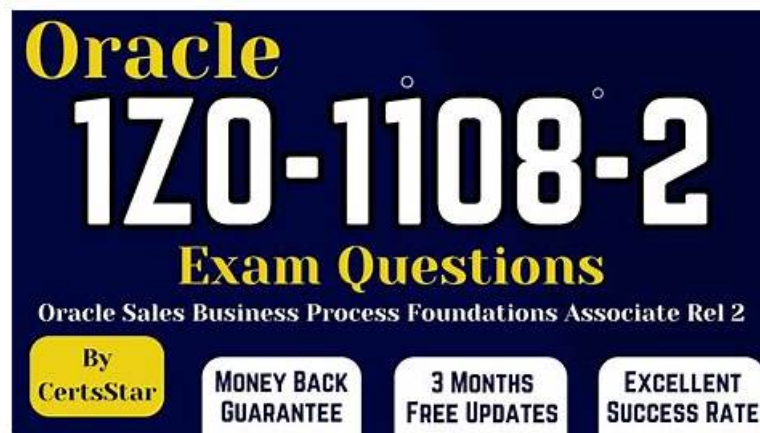
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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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 5	• 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	• 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 7	• 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.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q35-Q40):

NEW QUESTION # 35
In the Sales Play to Key Account process, which four key account values can be used to segment key accounts?

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

Answer: B,C,D,E

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 # 36
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. Escalate the lead
- D. Retire the lead
- E. Transfer 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 # 37

Which job role is responsible for accepting leads, qualifying leads, and converting leads to opportunities?

- A. Channel Sales Manager
- B. Sales Manager
- C. Sales Director
- D. Partner Sales Manager

Answer: B

Explanation:

The "Sales Manager" (D) in Oracle CX Sales oversees the full lead process-accepting, qualifying, and converting-especially in direct sales contexts, ensuring team execution. The "Sales Director" (A) is too senior, focusing on strategy. The "Channel Sales Manager" (B) and "Partner Sales Manager" (C) manage channel or partner activities, not direct lead handling. The answer (Ans: 4) fits Oracle's sales management scope.

NEW QUESTION # 38

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 Representative
- B. Marketing Analyst
- C. Sales Analyst
- D. Sales Manager
- 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 # 39

In the Vendor Lead to Channel Opportunity process, which job role is responsible for assigning an opportunity (generated by converting a lead) to the appropriate partner?

- A. Channel Sales Manager
- B. Channel Account Manager
- C. Partner Sales Representative
- D. Partner Sales Manager

Answer: B

Explanation:

In the Vendor Lead to Channel Opportunity process, the "Channel Account Manager" (B) is responsible for overseeing partner relationships and assigning opportunities to the appropriate partner after lead conversion. This role ensures alignment between vendor goals and partner execution. The "Channel Sales Manager" (A) focuses on broader channel strategy, while "Partner Sales Representative" (C) and "Partner Sales Manager" (D) are partner-side roles, not typically responsible for vendor-side assignments. The corrected answer (RDS: 2) fits Oracle's channel management hierarchy.

NEW QUESTION # 40

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