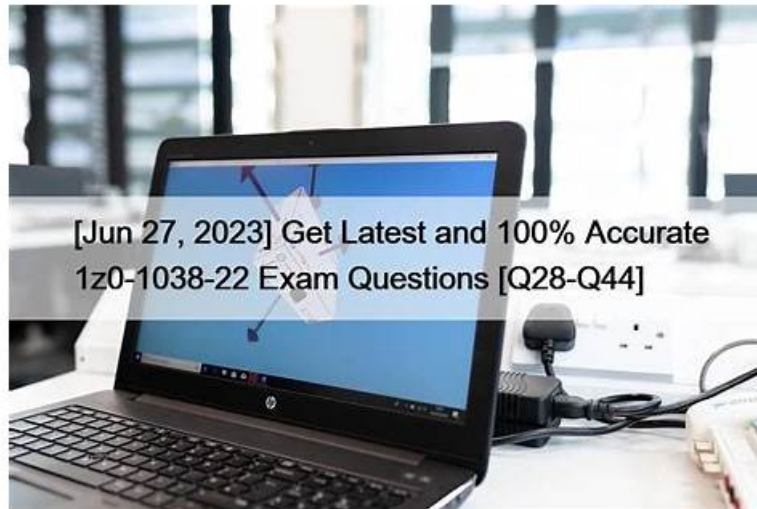


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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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 4	• 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 5	• 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 6	• Order to Close Opportunit: 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 7	• 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 8	• 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.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q36-Q41):

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

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

Answer: A

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 # 38

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. Transfer the lead
- B. Escalate the lead
- C. Reject the lead
- D. Convert 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 # 39

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

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

Answer: C

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 # 40

Which four job roles participate in the Acquiring Life Cycle?

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

Answer: A,C,D,F

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" (F) manages lead generation and qualification. The "Marketing Vice President" (A) and "Marketing Manager" (E) are strategic, not operational, roles in this cycle. The corrected answer (Ans: 2, 3, 4, 6) aligns with Oracle's acquisition workflow.

NEW QUESTION # 41

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