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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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 4	<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 5	<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 6	<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 7	<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 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.

Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q23-Q28):

NEW QUESTION # 23

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

Answer: D

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 # 24

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

- A. Responding to customer complaints through direct responses on social media websites
- B. Generating product hype by paying influencers on social media sites
- C. Monitoring websites for unfavorable opinions of a company's products
- **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 # 25

Which two are lead generation objectives?

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

Answer: A,D

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

Which two statements concerning lead score are correct?

- A. The data points/input that form the overall score must come from the lead source data.
- B. Lead scoring rules can only be run once per week.
- **C. Lead score can be used as a criterion for lead ranking rules.**
- **D. Lead score is a score assigned to a lead that can help in its qualification for further stages.**

Answer: C,D

Explanation:

In Oracle CX Sales, "Lead score is a score assigned to a lead that can help in its qualification" (A) is true, aiding prioritization. "Lead score can be used as a criterion for lead ranking rules" (C) is also true, as scores drive rank tiers. "Must come from lead source data" (B) is false, as scores use multiple data points (e.g., behavior, profile). "Only run once per week" (D) is incorrect, as scoring can be dynamic. The answer (Ans: 1, 3) reflects Oracle's flexible scoring system.

NEW QUESTION # 27

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

Answer: B

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 # 28

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