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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 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 3	• 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	• 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 5	• 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 6	• 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 7	• 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 (Q40-Q45):

NEW QUESTION # 40

Which are factors in the Opportunity to Forecast process?

- A. Sales Stages, Win Probability, Include in Forecast
- B. Win Probability, Lead Source, Sales Stages
- C. Include in Forecast, Lead Score, Lead Rank
- D. Lead Rank, Win Probability, Include in Forecast

Answer: A

Explanation:

In Oracle CX Sales, the Opportunity to Forecast process integrates opportunity data into forecasting. "Sales Stages" (C) indicate pipeline progress, a key forecasting factor. "Win Probability" reflects the likelihood of closing, directly impacting forecast accuracy. "Include in Forecast" is a flag determining whether an opportunity contributes to the forecast. "Lead Rank" and "Lead Score" (A, B) are lead-specific, not opportunity-focused. "Lead Source" (D) is informational but not a primary forecasting factor. The answer (Ans: 3) aligns with Oracle's opportunity-based forecasting methodology.

NEW QUESTION # 41

In the Vendor Lead to Channel Opportunity process, which job role is responsible for reviewing the assigned opportunity details, accepting the opportunity, and engaging the appropriate resources to manage the opportunity to a successful conclusion?

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

Answer: B

Explanation:

The "Partner Sales Representative" (D) is tasked with reviewing and accepting opportunities assigned by the vendor (via the Channel Account Manager) and driving them to closure by engaging resources. This role is partner-side and operational, unlike "Partner Account Manager" (A) or "Channel Account Manager" (E), which are more strategic. "Sales Manager" (B) and "Channel Sales Manager" (C) oversee broader teams, not individual opportunity management. The answer (Ans: 4 from Page 3) reflects partner-side responsibility.

NEW QUESTION # 42

Which three job roles are involved in the Converting Life Cycle?

- A. Sales Representative
- B. Quote Developer
- C. Channel Manager
- D. Sales Manager
- E. Order Management Specialist

Answer: A,C,D

Explanation:

The Converting Life Cycle in Oracle CX Sales spans lead conversion to opportunity closure. The "Sales Manager" (A) oversees the process, ensuring alignment. The "Channel Manager" (D) coordinates channel opportunities, critical in partner contexts. The "Sales Representative" (E) drives lead qualification and conversion. The "Quote Developer" (B) and "Order Management Specialist" (C) focus on quoting and post-sale tasks, not the core converting lifecycle. The answer (Ans: 1, 4, 5) matches Oracle's sales lifecycle roles.

NEW QUESTION # 43

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

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

Answer: B,D,F,G

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 # 44

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

- A. Sales Director
- B. Partner Sales Manager
- C. Sales Manager
- D. Channel 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 # 45

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