

# Sales Lead Registration Policy

For Randtronics Channel Partners

Version 1.0  
March 2023



randtronics



# *Sales Lead Registration Policy*

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### **1. Purpose**

This policy is designed to outline the process for registering sales leads from channel partners for named opportunities, and to provide a limited period of exclusivity to the channel partner subject to their performance.

### **2. Eligibility**

This policy applies to all registered Randtronics channel.

### **3. Sales Lead Registration Process**

A registered channel partner can register a sales lead by providing the following information to the Randtronics's sales team:

- Name of the prospect
- Contact information for the prospect
- A brief description of the opportunity
- Expected timeline for the opportunity

The Randtronics's sales team will review the information provided and determine if the lead is valid and eligible for registration. The sales team will notify the channel partner within five (5) business days whether the lead has been approved for registration.

### **4. Limited Period of Exclusivity**

Upon approval of the registered sales lead, the channel partner will receive a limited period of exclusivity for the named opportunity. The exclusivity period will be determined by the sales team based on the complexity of the opportunity, market factors, and competitive pressures. The typical exclusivity period will be 90 days.

### **5. Performance Requirement**

To maintain the exclusivity period, the channel partner must demonstrate progress in advancing the opportunity towards a closed deal. The Randtronics's sales team will monitor the progress of the opportunity and may request regular updates from the channel partner. If the channel partner fails to meet the performance requirement, the exclusivity period may be revoked at the discretion of the Randtronics.

### **6. Expiration of Exclusivity**

At the end of the exclusivity period, the named opportunity will be released to other registered channel partners for registration. The original channel partner may continue to pursue the opportunity, but will no longer have exclusivity.

### **7. Exceptions**

The Randtronics may make exceptions to this policy at its discretion, for example in cases of strategic or high-value opportunities.



## 8. Policy Review

This policy will be reviewed annually by the Randtronics's sales team to ensure its effectiveness and relevance. Any updates to the policy will be communicated to all registered channel partners.

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