


The following items represent key summaries and highlights associated with Crown Castle Rules of Engagement (ROE) releonChannel Leadership for information and clarification.

- **P** (non-billing): Prospective Enterprise accounts are available for Partners to sell into and largely deemed to be “ink wins” opportunities for Partners.
 - Exceptions: In the event there is an active proposal, or an opportunity has advanced in CRM to the contracting stage, approval for a secondary sales team (Direct or Partner Channel) to engage must be granted by Managing Director (MD). If there is an active opportunity prior to a secondary sales team engaging, the MD may approve, decline engagement, or recommend teaming between sales teams.
 - Price Parity: Crown Castle policy dictates that solutions should be priced equally when multiple sales teams have proposals for the same opportunities in play.

- **E** (billing): Existing Enterprise accounts may not be sold into by Partners without

- 
- > **Government Accounts:** (Federal, state and local government accounts, including publicly funded education K-12 and higher ed): Opportunities which fall into customer accounts (new or existing) within these segments must be reviewed in advance of engagement. Restrictions may apply or engagement may be denied. All opportunities must be brought to your Channel Manager for review and approval.
 - > **Teaming:** Although the starting point for all sales opportunities is your Channel Manager (critical to ensure proper confidentiality and compensation), Crown Castle supports and encourages cross-channel teaming in instances where there is clear value and uniform agreement to do so.
 - > **Price Parity:** Crown Castle provides price parity for all “compete” situations where two or more sales entities are engaged in the same opportunity/sales effort.
 - > **Channel Partner Relationships:** All Channel Partner relationships are managed within the Crown Castle Channel Program. Your Crown Castle Channel Manager is your primary point of contact for all sales related support needs and opportunity engagement, including teaming engagements with direct sales resources.
 - > **Compensation deviation:** In instances where unusual and material competitive circumstances exist, Crown Castle costs are prohibitively high, or other financial return related dynamics exist, it may be required for the Partner to accept a reduced compensation level in order to bid on services. In such instances, Crown Castle will secure written approval from the Partner in advance.