

# FREQUENTLY ASKED QUESTIONS EQUINIX SALES AGENT PROGRAM

## 1. What is the Sales Agent Program?

Equinix established the Sales Agent Program to provide residual commissions for Sales Agents who bring customer opportunities that then convert to customers with Equinix. These residual commissions are paid monthly and are based on the customer's monthly recurring revenue.

## 2. How do I submit an opportunity?

Log into the Partner Central Portal at [www.partnercentral.equinix.com](http://www.partnercentral.equinix.com) to submit a sales opportunity.

## 3. What happens after I submit a opportunity?

After you have submitted an opportunity through Partner Central, you will be notified by email within 3-5 business days as to whether your lead has been accepted.

## 4. How long is my my registered lead valid? Can I extend the opportunity?

After your submission is approved, the registered lead is considered valid for 120 days from the date of receipt. During this time, the Channel Program team will:

- Verify that the opportunity is new
- Assign an Equinix Sales Representative to help determine the size, timing and scope of the deal
- Work with you should you need to extend the lead registration

Requests to extend the registered opportunity can be sent to the Channel Program team at [sales-channel@equinix.com](mailto:sales-channel@equinix.com)

## 5. Can I register leads for opportunities outside the U.S.?

Yes. If your customer is considering Equinix International Business Exchange™ (IBX®) data centers in other regions, you may include those additional opportunities in your submission.

## 6. Why would Equinix decline my lead?

Reasons that Equinix will decline to pursue your lead include:

1. You may have submitted a lead for a current customer. (There are exceptions to this, please check with your Channel Account Director.)
2. It's already registered with another partner.
3. An Equinix Sales Representative may have already engaged the opportunity.

## 7. After my opportunity closes, when will I be paid?

You'll receive compensation within 45 days from the end of the month in which the invoice was issued to the end-customer.

## 8. How can Equinix help me increase my opportunities?

To help you grow your business, Equinix provides many tools and sales enablement assets on Equinix Partner Central. Use these marketing resources to help uncover new sales opportunities. Contact us at [PartnerCentralAdmin@equinix.com](mailto:PartnerCentralAdmin@equinix.com) if you need assistance.

## 9. Where do I learn more about the Sales Agent Program and apply to become an Equinix Sales Agent Partner?

1. Visit the Equinix website at <http://www.equinix.com/sales-agents/>
2. Contact the Channel Program team to request more information: [sales-channel@equinix.com](mailto:sales-channel@equinix.com)
3. Apply to become a Sales Agent Partner by submitting the application form at <https://equinix.force.com/s/partner-registration?type=salesagent>