

## Certified Software License Negotiations – (CSLN)

The Certified Software License Negotiations (CSLN) course delivers the strategies of the Publishers and Resellers and how they sell their products, in order for the buyer to better prepare oneself for negotiations. The student will learn how to compile the right team, grasp license metrics, comprehend contract terms, and gain the tactics necessary to become a savvy negotiator. A must for any Software buyer or manager of licenses. [Know how to negotiate and win the best deal!](#)

### What You Will Learn

- ❑ The importance of working with a Team before, during and after negotiations
- ❑ Understanding How the Seller operates
- ❑ Prioritizing Terms based on one’s organizational needs
- ❑ Avoiding the “Pitfalls” and achieving a fair maintenance contract
- ❑ Understand license metrics to the “HOT” button issues of the contract
- ❑ Utilizing tactics to achieve the Win in negotiations

### Who Should Attend

Employees that are involved with the purchase of software licenses: Software Licensing Managers; IT Procurement; IT Administrators; IT Asset Managers; IT Service Managers; Purchasing Agents; Legal Representatives; HR Personnel; and Software Asset Managers.

### Certification

The online exam is separate from the course and is a must for certification. Exam completion (passing rate of 80% or higher) is needed to become a Certified Software License Negotiator (CSLN), and for those that to become ESM Pro (ESM Pro-CSLN). Highly recommended for anyone who procures software licenses.



### Seminar Availability

**OnDemand Course and Exam:** The CSLN Curriculum is offered via computer-based training.

**Pricing:** \$595 – Course and Exam; [for Volume pricing please email seminars@licenselogic.com](mailto:seminars@licenselogic.com) or call us @ (301) 363-1658.

**On-Site/Private Training:** A great way to bring the team together and not only learn the curriculum, but to converse about roles and responsibilities. This course is delivered via live instruction in a one (1) day; six (6) hour format on-site or online to a group. For more information, pricing and availability visit [On-Site/Private Training](#) or feel free to email or call us @ anytime.

## Syllabus

### Unit I: Introduction

- ▣ Meet the Negotiator
- ▣ Course Objectives
- ▣ Bringing the Right People Together

### Unit II: The Salesman

- ▣ Sales Tools and Processes
- ▣ Quite Common Software Sales Conditions
- ▣ Compensation Based on Commission
- ▣ Sales Compensation
- ▣ Understanding the Sales Cycle

### Unit III: The Publisher

- ▣ Pricing Models
- ▣ Important Basics
- ▣ Comparing Delivery Methods
- ▣ License Metrics
- ▣ Enterprise Licenses
- ▣ Publisher Channels, Strategies and Issues
- ▣ Alternative Software Licensing Models

### Unit IV: Common Contract Terms

- ▣ Common Terms
- ▣ Importance of Terms of Conditions
- ▣ Process Steps

### Unit V: Understanding Publisher-Client Contracts

- ▣ General Terms and Conditions
- ▣ After Internal Knowledge Checks
- ▣ Hot Buttons for Publishers
- ▣ Hot Buttons for Organization

### Unit VI: Preparing for Negotiations

- ▣ Process Cycles
- ▣ Other Negotiation Strategies and Tactics
- ▣ Maintenance Contracts
- ▣ Avoiding Negotiations Pitfalls
- ▣ Role of Client Organization
- ▣ Aiming for a WIN-WIN Scenario

### Unit VII: Conclusion

- ▣ Tactic - Mock RFP
- ▣ Tactic – The Walkaway
- ▣ Controlling Information Internally
- ▣ Bringing in Subject Matter Experts
- ▣ Maintenance Percentage Fees
- ▣ Capping Escalation Fees