

GLOSSARY



Advanced Lead Generation

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Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
content syndication	The process of using a trusted website and vendor to promote your content and engage your buyers on their sites
hybrid SRDs	Sales development reps that have both an inbound and an outbound follow-up quota
influencer	A person who has a reputation for being an expert within a given field
inbound SDRs	Sales development reps that focus on following up with qualified marketing leads
lead	An individual that is a good fit for purchasing your product
lead handoff rules	An agreement about who should communicate to a lead and when, as well as the seamless pass of a lead from one group to the next
outbound SDRs	Sales development reps that generate their own leads through outbound multichannel prospecting
sales funnel	How a company defines each stage in the revenue cycle; should align with the buyer journey