From TAM to Actionable Leads

Generating a leads list is a data extraction and organization project. The general workflow is:

1. **Identify Data Sources**: We locate official online directories for each target category (e.g., national school registers, municipal association lists, etc.).
2. **Extract Entity Data**: We use automated and manual processes to gather key information for each entity, such as its name, type, and location.
3. **Structure and Clean**: The raw data is cleaned, formatted, and organized into a usable spreadsheet or database for the sales team.

Sample Leads List: Austria (Vienna Example) AT

To make this concrete, here is a small sample of what a generated leads list for a sales rep covering Vienna, Austria would look like. This list is a direct output of the process described above.

Entity Name	Entity Type	City	Contact Info (Publicly Listed)
Volksschule Stubenbastei	School - Primary	Vienna	Website: stubenbastei.at Phone: +43 1 5123727
Städtischer Kindergarten	Childcare Center	Vienna	Website: kindergaerten.wien.at Phone: +43 1 2775577
Magistratisches Bezirksamt	Municipality	Vienna	Website: wien.gv.at Phone: +43 1 400007000
Amalienbad	Public Recreation	Vienna	Website: wienerbaeder.at

			Phone: +43 1 6074747
Donaupark	Park	Vienna	Managed by Wiener Stadtgärten (MA 42) Phone: +43 1 40008042
Maria-Theresien-Kaserne	Military Installation	Vienna	Managed by Bundesheer Phone: +43 50201

Important Considerations

- **Data Privacy (GDPR)**: This process focuses exclusively on publicly listed, institutional data. We do not scrape personal email addresses or private phone numbers. All contact information is generic to the institution, ensuring compliance with privacy regulations like GDPR.
- **"Prospect" vs. "Lead"**: This generated list is technically a **prospect list**—a comprehensive directory of all potential clients in a territory. It becomes a **leads list** as your sales representatives begin to qualify these prospects and identify those with active interest or need.
- **Scalability**: While this example is small, this process can be scaled to generate thousands of prospects for any given territory, providing your sales team with a rich database to begin their outreach.