



New Features

Tools for your Sales and Production Teams

12/01/2008 - Tips for Good Financial Returns on Investment using Yellow Magic Products

Several of Yellow Magic's newest add-on products developed in 2008 are designed to be extremely affordable, especially considering that they are cutting-edge products in the Yellow Pages Industry. Below are a few tips on how to increase your sales, branding and market share in 2009 using both multi-platform publishing tools and organizational tools for your Sales and Production Teams.

Multi-Platform Publishing Tools

1) Publish a Mobile Directory

MagicCarpet Mobile, which won the 2008 YPA Industry Gold Award for Process Innovation this year, is an inexpensive add-on to your system that can produce a dynamic, new income- generating **Mobile Directory** which will give your advertisers many new sales opportunities with target consumers-on-the go, and provide the added exposure and branding of your directory. You will still be ahead of the curve next year with providing your local markets with a MOBILE Directory. (For more information on how easy it is to create a new **Mobile Directory** [click here](#))

2) Publish an Internet Directory or Reduce Printing Costs with a CD-ROM Directory

If you have not considered adding an Internet **Yellow Pages Directory** yet or a **CD-ROM** distributed Directory, consider that these MagicCarpet products can publish your directories at the *fraction of the cost of a printed book with a measurable positive impact into the marketplace.*

Adding digital books generates increased use of your directories, adds considerable new reach of your coverage area, especially in the case of MOBILE directories and Internet accessed Directories. Additionally, mailing out CD-ROM Directories offers a super inexpensive channel to add exposure and sales opportunities for your advertisers and helps further brand your name. (For more information on adding Multi-Platform Publishing tools for your Sales Marketing Strategy Plan for 2009, [click here](#), or for Magic Carpet Lite [click here](#))

Electronic Directories, in general will give you the flexibility and ability to sell several different types of ads, with several different levels of rates and affordability, while offering the advertiser the opportunity to change their ad all during the year for specific seasonal offers.

Organizational Tools

Consider increasing sales through the use of a tool that develops real-time efficiency in the sales field and for your entire Sales Team with SalesMagic. This program merges effortlessly with your current system and is a surprisingly low cost, affordable investment tool that tracks and improves your sales, in real-time. With SalesMagic you will be able to electronically assign sales leads and your sales staff can organize their sales calls, make appointments, see maps and driving directions to their prospect's office. set reminders and more! And then they can report the results of their

sales calls all from their cell phone. Get daily trends and sales figures in real time! ([click here for more information on SalesMagic](#))

As most of us are aware, strong **Customer Relationship Management** is the key to a successful company's annual growth. The Alauras Software **CRM** program seamlessly interfaces with Yellow Magic and has the ability to plan and manage multiple sales teams for multiple directories. It is especially important in times of recession to focus on the loyal advertisers and nurture them to the best of our abilities with the new Industry tools and tips we have and ensure their personal success in the advertising world as well as to do our best job of finding new advertisers and to deal with them in the most professional manner. Learn everything this dynamic program can do! ([Click here for more information on CRM](#))

Two other sensational organizational tools that will keep your Graphics Production Department running efficiently is Alauras' **Ad Management** web-based tracking system and **Proof Ready**.

Each of these Alauras products are easy to use and share information with customers, staff, and management in order to keep the flow of traffic and information **VISIBLE**. If you constantly ask yourself 'Who's got the ball?' then that's easy now to see — using Alauras' web-based tracking and/or information systems.

CRM, Ad Management and ProofReady. ([Click here for more information on Ad Mangement](#)) ([Click here for more information on ProofQuick](#))

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