



What's New

Yellow Magic has a lot of New Tools!

04/01/2008 - With the addition of the Alauras' **CRM program** and **Ad Management** program, **ProofQuick**, **SalesMagic**, and **MagicCarpet Mobile**, plus many new Internet Publishing versions, Yellow Magic has had one of the busiest product development years ever!

Sales Force Automation on a Cell Phone. Yellow Magic will be introducing another new product named **SalesMagic** which is a cell phone based sales force automation tool that tracks field sales in REAL TIME and delivers leads and sales appointments to your Sales Staff. The product offers maps and directions and more to help your Sales Staff meet their goals and use their time more efficiently. No more waiting until the end of the day to tally up your new sales, SalesMagic reports live sales figures to your Main Office on a monitor, on a cell phone, or with printed reports.

Another great feature is that your sales reps can enter any telephone number and see if the lead is already in the system or not!

Also, MagicCarpet Mobile for mobile directory access publishing will also be displayed in the forefront at our Yellow Magic booth(s) as well as all our Digital Publishing products. Come by for a Demo! **We will be giving away MagicCarpet Mobile web sites** created by the **MC Mobile Directory Publishing System** to the first 5 publishers at both YPA and ADP who would like to try MC Mobile for one of their directories for free for 6 months. We will process and host your Directory for you and you may use it and see it LIVE on any Internet-enabled Cell Phone or PDA! Go to the [Events](#) tab to see more details! And if you are attending the YPA and ADP tradeshow, swing by our Booths and let us know you are interested!

Again for more information on any of these new products and services, please feel free to email Paula Menard, Director of Marketing at paula@yellowmagic.com and she will arrange a telephonic meeting with a Regional Sales Manager or a private meeting at the Conventions, plus send you more information and links to our website.

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