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# United States Patent [19] Tavor et al.

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- [54] **VIRTUAL SALES PERSONNEL**
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- [51] Int. Cl.<sup>7</sup> ..... **G06F 17/60**
- [52] U.S. Cl. .... **705/26; 706/47**
- [58] Field of Search ..... **705/26, 27, 35, 705/1, 10; 706/47, 46, 11, 12**

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[57] **ABSTRACT**

A method for enabling users over a network or over the WWW to interact with an interactive sales representative system for providing sales guidance. The system offers the user products, services, or ideas (the "products") according to parameters collected from the user. The system guides the customer to retrieve the desired products. If the system does not have a product matched to the customer requirements, preferably it will operate a mechanism for suggesting alternatives which are the closest to the customer requirements. The system will execute various sales tools and techniques to help and assist the customer and to convince the customer to purchase a product. By guiding the customer to the target product, the system will shorten the search cycle for the customer as well as find better matched products. The system will provide market advisory, suggest, recommend, discuss (in written form and optionally voice form), comment, advise the customer regarding the products. The system might advise the customer in any other aspects as well (such as providing personal feedback). The system adds graphics, animation, 3D, movie clips, voice and other effects to make the session enjoyable for the customer. The system is capable of executing various tools and techniques to improve its sales capabilities and bring better sales results.

**6 Claims, 22 Drawing Sheets**

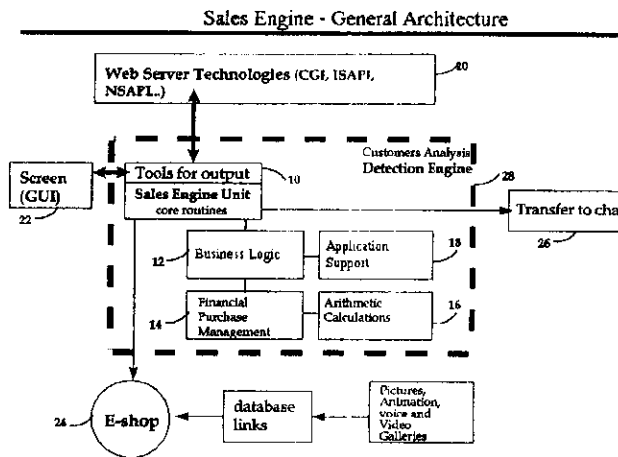
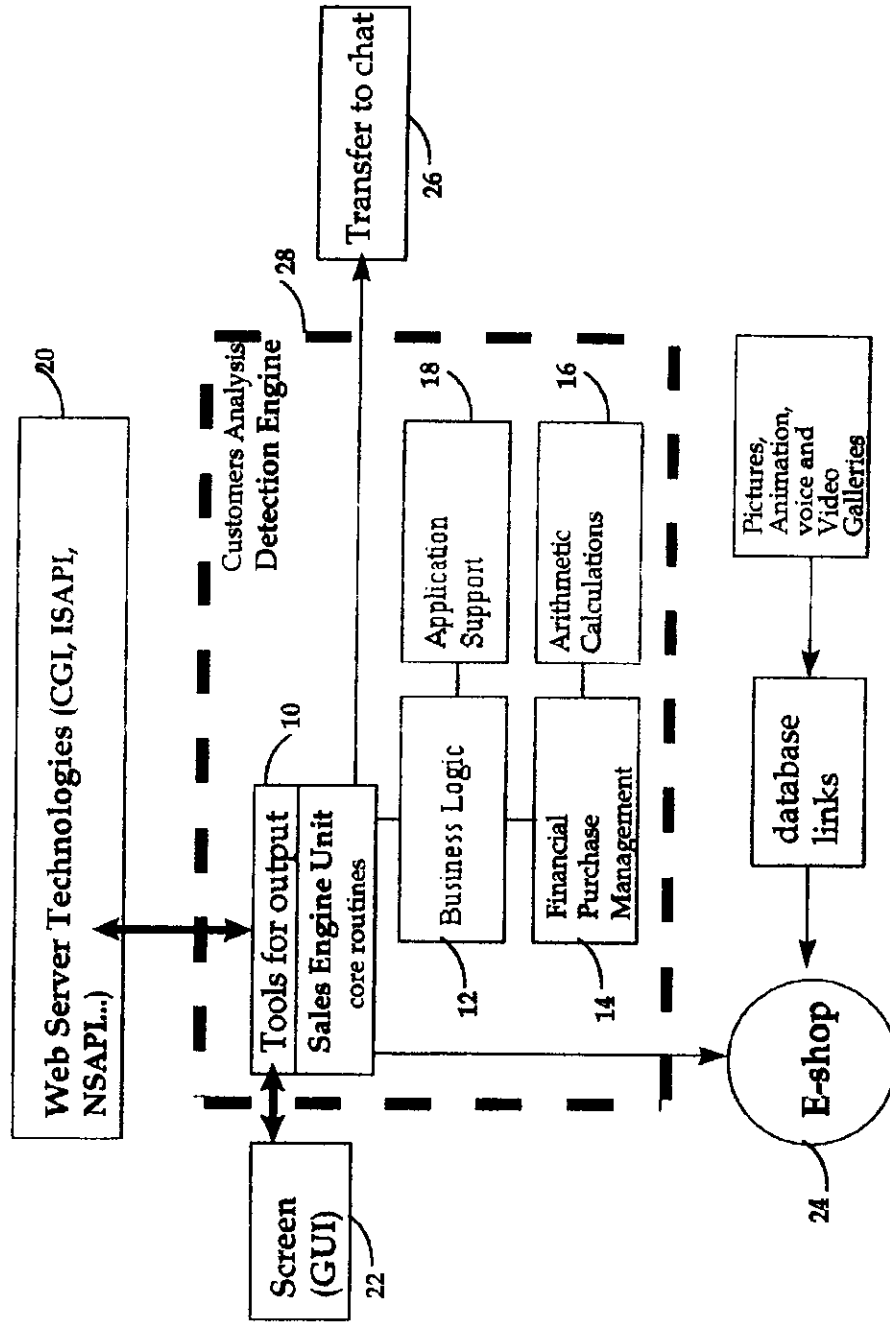


FIG 1 - Sales Engine - General Architecture



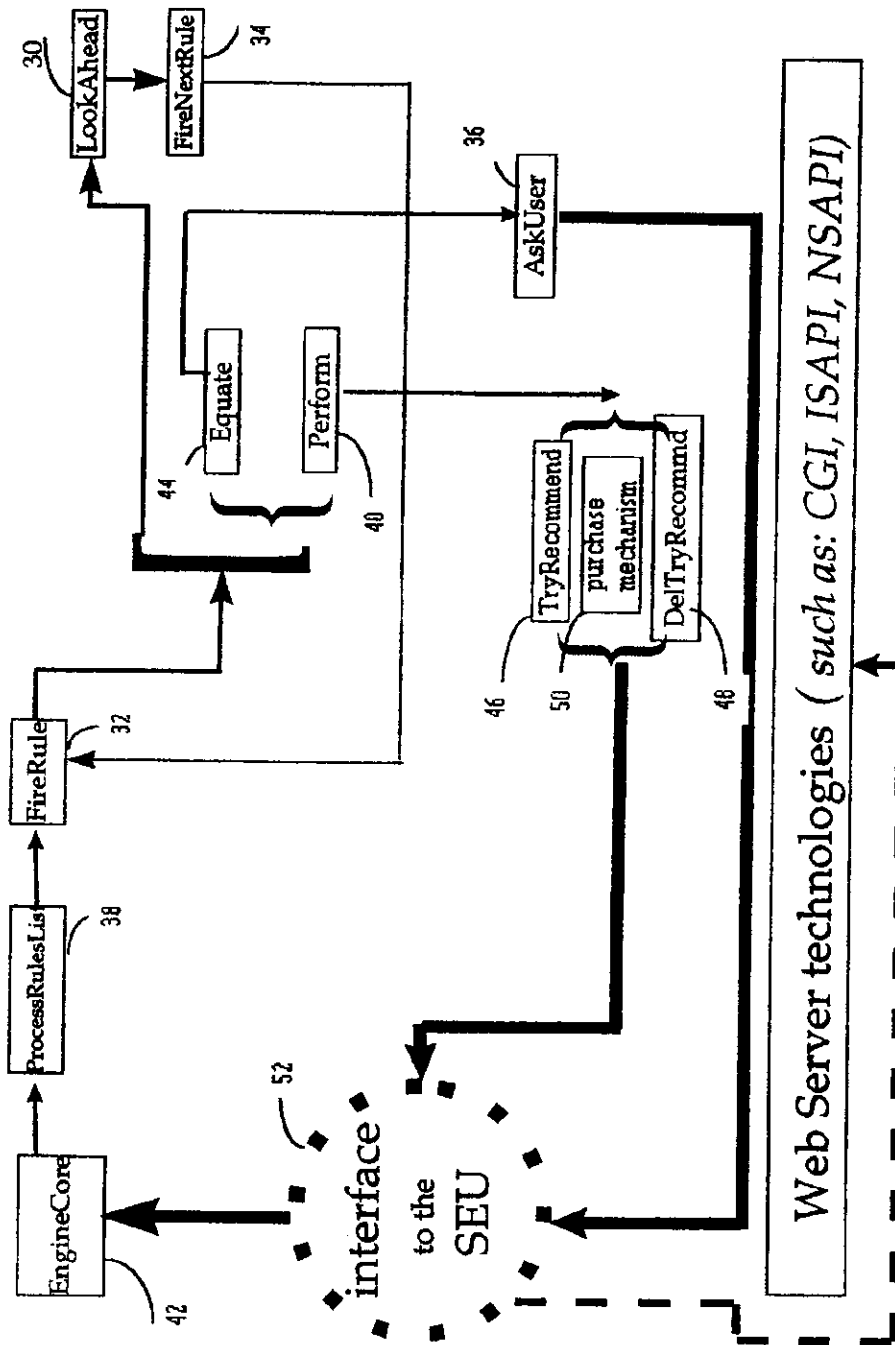


FIG 2 Sales Engine Unit( SEU )

**FIG 3**  
**Graphic User Interface**  
***implemented in Markup language and supported by the SEU***

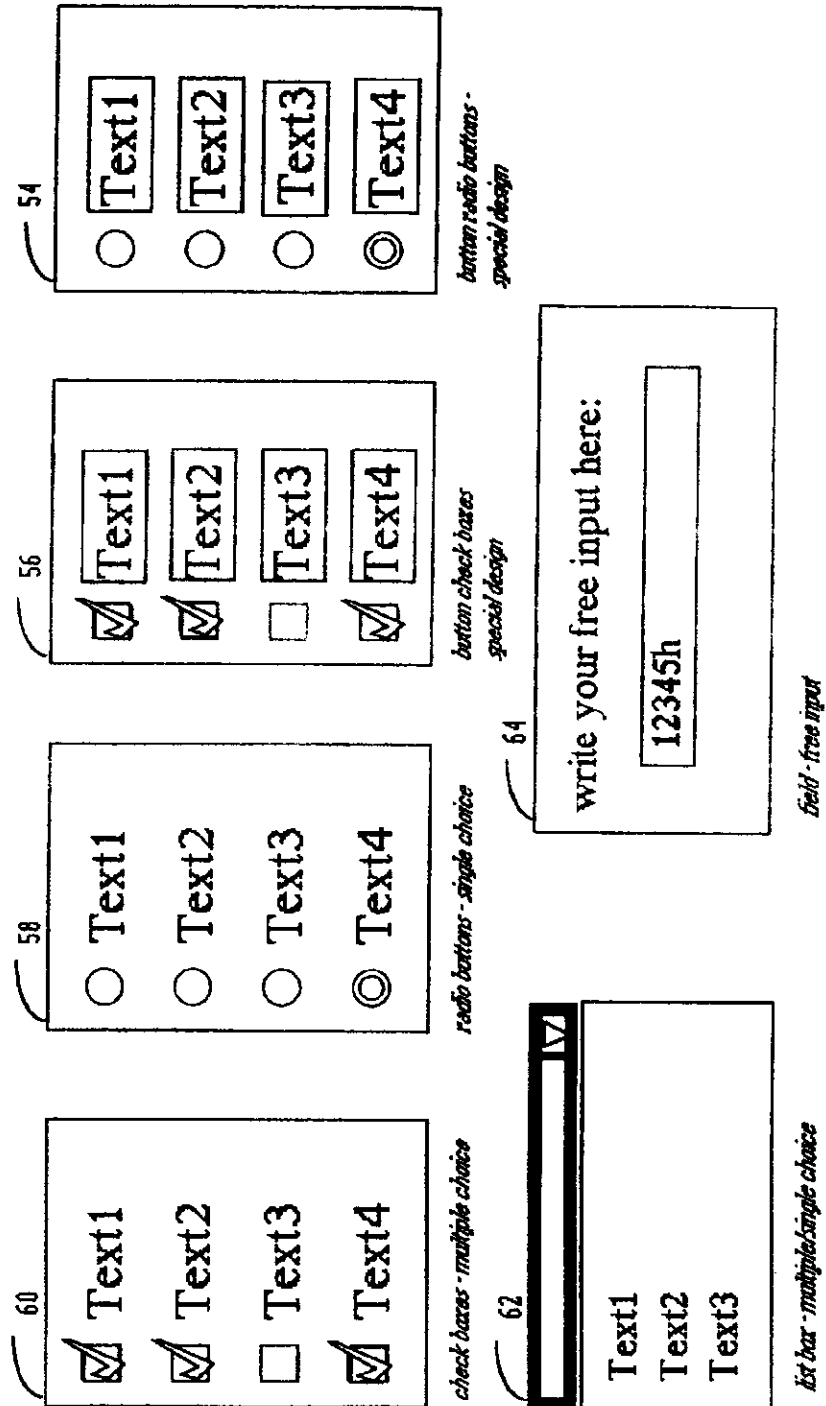


FIG 4 Interface - CE - "engineCore" connection

