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[54] VIRTUAL SALES PERSONNEL

[75] Inventors: Onn Tavor, Ramat Hasharon; Gilla Ben Avraham; Vadim Shevchenko, both of Netania, all of Israel

[73] Assignee: Activepoint Ltd., Netania, Israel

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Primary Examiner—Allen R. MacDonald
Assistant Examiner—Michele Stuckey Crecca

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 to 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

Sales Engine - General Architecture

[diagram of a sales engine with various components and connections]

Web Server Technologies (CGI, ISAPI, NDAFL) →

Customer Analysis Detection Engine

Tools for output

Sales Engine Unit (core engine)

E-shop

Database links

Screenshot (CGI)

Transfer to chat

Permission, Activation, Voice and Video Services

Presentation Management

Authentication Calculations

Application Support