ABSTRACT

There is provided a sales support system enabling a user to purchase a product in a store on a network while communicating with a store clerk. The sales support system comprises store page display means for storing content associated with the store site and transmitting the content to a customer terminal, and store clerk call means for receiving information on a consultation instruction from a customer terminal, selecting one port which can be used in a collaboration server, transmitting to the collaboration server or the customer terminal an instruction for connecting the customer terminal to the collaboration server via the port, and transmitting the selected port number and a contact number to the customer terminal.



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