

## Claims

1. A sales support apparatus in a financial institution, characterized in that the sales support apparatus include:

an acquisition part configured to acquire transaction data of a customer in the financial institution;

a relevance determination part configured to determine a relationship between first transaction data of the customer at the time of purchasing a financial product in the past and second transaction data of the corresponding customer at the present time;

an extraction part configured to extract the customer whose first transaction data and second transaction data are determined by the relevance determination part to be relevant; and

an output part configured to the customer extracted by the extraction part.

2. A sales support apparatus in a financial institution, characterized in that the sales support apparatus include:

an acquisition configured to acquire at least two different types of transaction data of a customer in the financial institution;

a relevance determination part configured to determine a relationship between a pattern of first transaction data of the customer at the time of purchasing a financial product in the past and a pattern of second transaction data of the corresponding customer at the present time;

an extraction part configured to extract the customer whose pattern of the first transaction data and pattern of the second transaction data are determined by the relevance determination part to be relevant; and

an output part configured to the customer extracted by the extraction part.

3. The sales support apparatus according to claim 1, characterized in that, when a plurality of customers are extracted by the extraction part, the output part outputs the customers in the order of increasing degree of relevance determined by the relevance determination part.

4. The sales support apparatus according to claim 1, characterized in that the financial product is an investment trust product.

5. The sales support apparatus according to claim 1, characterized in that the relevance determination part configured to determine the relationship between first transaction data of other customer at the time of purchasing a financial product in the past and the second transaction data of the customer, if the customer have not purchased the financial product.

6. The sales support apparatus according to claim 5, characterized in that the other customer is a customer whose customer information is related to customer information of the first customer.

7. A sales support apparatus in a financial institution, characterized in that the sales support apparatus include:

an acquisition part configured to acquire transaction data of a customer in the financial institution;

a relevance determination part configured to determine, on a financial product type basis, a relationship between first transaction data of a customer at the time of purchasing a financial product in the past and second transaction data of the corresponding customer at the present time;

an extraction part configured to extract a type of the financial product for which the first transaction data and the second transaction data are determined by the relevance determination part to be relevant; and

an output part configured to the type of the financial product extracted by the extraction part.