ABSTRACT OF THE DISCLOSURE

SYSTEM AND METHOD FOR CONDUCTING SALES

Disclosed are systems, methods, and computer readable-media for conducting sales. The method embodiment comprises receiving an inquiry with at least one parameter from a user associated with a sale of an item, identifying one or more discount items that satisfy the inquiry, identifying comparable items for each discount item at nondiscount rates dynamically using real-time data, presenting one or more comparable groups to the user, each comparable group comprising one discount item and the respective comparable items, and furthering the sales process based on user input responding to the presented one or more comparable groups. Also disclosed is a method further comprising receiving a request from the user for multiple sub-items associated with the item, and engaging in a dialog with the user to enable payment for each of the multiple sub-items with one of a multiple payment types.

FIG. 1

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