[0012] The customer interface may be an interactive kiosk and/or a remote device under the control of the customer.

[0013] The interaction of the at least one other user with the customer may include manipulating the sale price of an item as viewed by the customer.

[0014] The interaction of the at least one other user with the customer may include communicating at least one incentive to the customer in order to induce the customer to complete the sale.

[0015] The system may include a processing module arranged to receive the input from the customer and processes the input to provide analysis information derived from the customer input, wherein the analysis information is presented on the retailer interface.

[0016] The processing module further accesses the database to retrieve sale information relevant to the at least one item, wherein the processing module processes the sale information to provide further analysis information, wherein the further analysis information is presented on the retailer interface.

[0017] The further analysis information may include a gross margin associated with the at least one item selected by the customer.

[0018] According to another aspect of the invention, there is provided a retailing system for providing interaction between a customer and a retailer to assist in the completion of a sale, comprising, a customer interface arranged to display to a customer information about at least one item, an input module arranged to receive input regarding a potential sale of the at least one item from the customer for provision to a database via a communications system, wherein the system is arranged to consult a set of programmed business rules and automatically revise the price of the at least one item based on the business rules.

[0019] Preferably, the business rules comprise reviewing at least one competitors prices for the at least one item and revising the price of the at least one item to at least match the competitor's price.

[0020] Preferably, the customer interface is selected from at least one of; an interactive kiosk, a smart device, an internet enabled computer.

[0021] Preferably, the input module is adapted to be stored so that the input regarding a potential sale can be accessed at different times, from different locations and from different devices.

[0022] According to yet another aspect of the invention, there is provided a retailing system for providing interaction between a customer and a retailer to assist in the completion of a sale, comprising, a customer interface arranged to display to a customer information about at least one item, an input module arranged to receive input regarding a potential sale of the at least one item from the customer for provision to a database via a communications system, wherein the database is arranged to review the contents of the potential sale and, based on a measure of the value of the potential sale offer an automated inducement to the customer.

[0023] Preferably, the customer interface is selected from at least one of; an interactive kiosk, a smart device, an internet enabled computer.

[0024] Preferably, the automated inducement is offered if a predetermined dollar gross margin is reached for the contents of the potential sale.

[0025] According to a further aspect of the invention, there is provided a retailing system for increasing the total sales for a retail premises selling a multiplicity of products, by providing to a customer within the retail premises, a system comprising:

at least one interactive kiosk in close association with:

(a) a display of samples of at least some of said multiplicity of products,

(b) said kiosk being in communication with a database maintained on a computer system, the database containing information about said products;

said interactive kiosk having:

(a) at least one display means adapted to display to a customer some information about at least some of said products,

(b) means for accepting input from said customer, so as to permit the customer to manipulate the display to allow the customer to view the information from (a) for at least one of the products,

(c) means for the customer to choose one or more products that the customer wishes to purchase, by the allowing customer to provide some input for (b),

(d) means for accepting payment for the products from customers,

(e) means for entering identification details of said customer,

(f) means for accepting delivery details for the delivery of the purchased products, and

(g) means for connecting the kiosk with the database via a communications system (such as the internet);

wherein said database has:

(a) means to record the details purchases made by the customer, at least some of these details being input by the customer via the kiosk,

(b) means to communicate with a supplier of the goods or services so purchased, and to place an order to supply them,

(c) means to record the financial details of the purchase, and

(d) means to disburse the amounts payable to the supplier for suppling the goods or services once they are supplied to the customer, and

(e) means to disburse the amounts payable to the retailer for retailing the goods or services once they are supplied to the customer; and

wherein said samples of the products relate to at least some of the same products available for display and purchase using the kiosk, this display being readily accessible to the customers using the kiosk.

[0026] Preferably, said comprises goods and/or services.

[0027] Preferably, the display means is a screen.

[0028] Preferably, said information about at least one item comprises one or more of:

one or more images of said products;

text information describing said products;

the retail price of said products; and

one or more attributes of said products.

[0029] Preferably, said one or more attributes are selected from among the model, size, colour, quality, quantity relating to said products.

[0030] Preferably, said means for accepting input (b) from a customer is selected from one or more of a keyboard, a keypad, a card reader, a customer's smartphone or tablet communicating with the kiosk, or a touch screen.

[0031] Preferably, the system is a touch screen, directly manipulable by the customer.

[0032] Preferably, the system is a keyboard.

[0033] Preferably, said means (d) for accepting payment is selected from one or more of:

a credit or debit [transaction] card reader, or means provided in the input means (b) to permit the entry of credit or debit card details;

or means to accept money or dispense money as change.

[0034] Preferably, said means (d) is compliant with security standards for electronic processing of credit card transactions.

[0035] Preferably, the communication comprises a link maintained via the internet.

[0036] Preferably, the customer interface includes samples of products, and wherein the samples of products comprise samples of the goods, or information about the goods or services.

[0037] Preferably, the display of samples comprises one or more modular units which hold the samples.

[0038] Preferably, the display of samples includes retention means to display and fixably mount a series of samples of the goods or services.

[0039] Preferably, the display of samples comprises one of more free standing units, have at least a base and one or more vertical panels upon with the samples are mounted.

[0040] Preferably, the display of samples includes information about the goods or services mounted thereon, or representations of the branding of the goods or services.

[0041] Preferably, the system involves items related to a single brand.

[0042] Preferably, the display of samples includes one touch screen mounted upon one of the vertical panels, at a convenient height for a customer to interact with the screen.

[0043] Preferably, the database also collects information about the habits of the customers who are selecting among the products being displayed.

[0044] Preferably, the input regarding a potential sale information about which products are being viewed by which types of customers.

[0045] Preferably, the kiosk includes one or more digital signage displays adapted to further inform the consumer about the products they may wish to purchase.

[0046] Preferably, the database is maintained in a central location linked to the kiosk via a communication link.

[0047] Preferably, the communication link is via the internet.

[0048] Preferably, the catalogue of products displayed to the customer by the kiosk is maintained centrally on the database and distributed to the kiosk using software operating on the data held in the database.

[0049] Preferably, the database holds data for products sourced from a single brand owner or retail outlet.

[0050] A further embodiment includes a retailing system for providing interaction between a customer and a retailer to assist in the completion of a sale, comprising, a customer interface incorporated in an interactive kiosk, the kiosk including a local database arranged to store information regarding at least one item and provide the information to the customer interface to display to a customer the information about at least one item, an input module arranged to receive input regarding a potential sale of the at least one item from the customer for provision to a remote database via a communications system, wherein the remote database is arranged to provide the input from the customer to at least one other device associated with at least one of the customer and the retailer, wherein the input is utilized to undertake a further action to assist in the completion of the sale.

[0051] The further action may include communicating an alert to a retailer interface viewable by at least one other user in the vicinity of the kiosk.

[0052] The retailer interface may be arranged to allow the at least one other user to review the input and interact with the customer to assist in the completion of the sale.

[0053] The interaction of the at least one other user with the customer may include manipulating, in real time, the sale price of an item as viewed by the customer.

[0053A] The interaction of the at least one other user with the customer may include communicating at least one incentive to the customer in order to induce the customer to complete the sale.

[0053B] The further action may include communicating the input to a remote device under the control of the customer.

[0053C] The system may include a processing module arranged to receive the input from the customer and processes the input to provide analysis information derived from the customer input, wherein the analysis information is utilised to automatically revise the price of the at least one item.

[0053D] The processing module may further access the database to retrieve sale information relevant to the at least one item, wherein the processing module processes the sale information to provide further analysis information, wherein the further analysis information is presented on the retailer interface.

[0053E] The further analysis may comprise the processing module accessing information to review at least one competitor's prices for the at least one item and revising the price of the at least one item to at least match the competitor's price.

[0053F] The processing module may be arranged to access the remote database to review a purchasing history of the customer and conduct the further analysis on the customer's purchasing history.