

CLAIMS

1. A sales support system, the system including:
 - a database storing transaction data of a plurality of customers;
 - a sales terminal; and
 - a management server with a memory including a set of computer-executable instructions and a processor communicable to the memory, wherein the processor of the management server is configured to:
 - access the transaction data of the customers from the database;
 - calculate a first feature vector from a first pattern distribution of first transaction data of each customer at the time of purchasing at least one financial product of a plurality of financial products in the past and a second feature vector from a second pattern distribution of second transaction data of the customer at the present time;
 - determine, for each customer, a distance score between the first feature vector and the second feature vector;
 - extract the customers whose distance score exceeds a distance threshold for at least one of the financial products;
 - determine a likelihood score of each of the extracted customers to purchase at least one the financial products based on the first pattern distribution of the first feature vector and the second pattern distribution of the second feature vector;
 - create a sales destination list information for output to the sales terminal, wherein the sales destination list is sorted by at least one of:
 - the extracted customers, in decreasing degrees of the likelihood score of each of the extracted customers; and
 - the financial products, in decreasing degrees of the likelihood score of each extracted customer for each of the financial products; and
 - output the sales destination list information to the sales terminal.
2. The system of claim 1, wherein at least one of the financial products is an investment trust product.