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(57) Abstract :

7. ABSTRACT A method and system for selling products is disclosed, where the customer is guided through an interactive process that receives selection criteria from the customer relating to the type of product the customer would like to purchase. The method comprises a step of storing in a product data file a plurality of products or product designs to be sold. The method comprising another step of providing a product suitability data file, said product suitability data file including a plurality of product suitability matrices, each said product suitability matrix corresponding to one of said products or product designs stored in said product data file. Rather than seeking to identify products whose characteristics exactly match customer specifications, the system and method embodies one or more kinds of suitability data for the purpose of selectively retrieving some subset of best fitting or most appropriate products or product data files in response to customer data entry.

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