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35. A method as claimed in claim 23 wherein the assistance invitation dispatched to the potential customer is a video recording.

36. A method as claimed in claim 9 wherein if the potential customer selects an option indicating a preference to communicate with the telemarketing agent, a call connection is automatically made between the telemarketing agent and the potential customer.

37. A system as claimed in claim 18 wherein if the potential customer selects an option indicating a preference

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to communicate with the telemarketing agent, the system automatically establishes a call connection between the telemarketing agent and the potential customer.

38. A method as claimed in claim 23 wherein if the potential customer selects an option indicating a preference to communicate with the telemarketing agent, a call connection is automatically established between the telemarketing agent and the potential customer.

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