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[Continued on next page]

(54) Title: METHOD, APPARATUS, AND COMPUTER PROGRAM PRODUCT FOR PROVIDING MOBILE LOCATION BASED SALES LEAD IDENTIFICATION

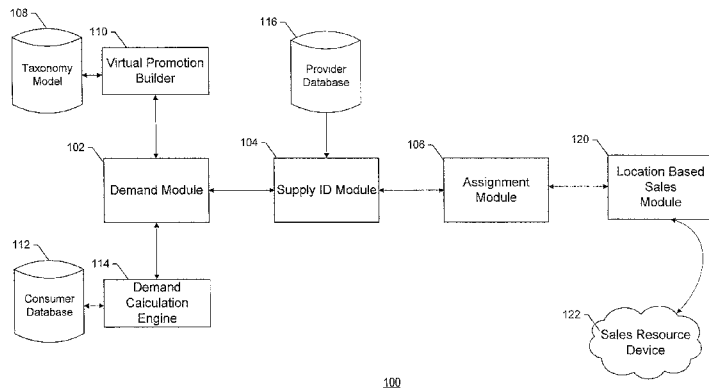


FIG. 1

(57) Abstract: A method, apparatus and computer program product are provided for mobile location based sales lead identification. Sales lead information may be provided based on a reference location, such as a sales resource real time location. Additional location information, demand information, competitive information, activity history, follow-up tasks, sales resource ownership information and past promotions relating to a particular sales lead may be additionally provided. The mobile location based sales lead information may allow a sales resource to efficiently manage their time during and in between sales visits, and prepare effective sales pitches to sales leads.

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A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 10/00 (2014.01)
CPC - G06Q 30/0205
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 IPC(8): G06Q 10/00 (2014.01)
 CPC: G06Q 30/0205

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 IPC(8): G06Q 10/00 (2014.01); CPC: G06Q 30/0205; G06Q 30/0201; G06Q 30/02; USPC: 705/7.34; 705/7.29 (keyword limited; terms below)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 PatBase; Google(Web); Search terms used: mobile location based sales lead identification indication proximity vendor merchant provider location sort travel schedule plan visit criteria forecast tool dashboard geographic

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2011/0258067 A1 (Rowell) 20 October 2011 (20.10.2011), entire document especially Fig. 4, 7, 8; para [0026]-[0047], [0081]-[0099], [0107], [0114], [0127], [0128], [0146]-[0165]	1-87
Y	US 2008/0294996 A1 (Hunt et al.) 27 November 2008 (27.11.2008), entire document especially Fig. 8, 11; para [0107], [0114], [0143], [0236], [0286]-[0288]	1-87
Y	US 2011/0289106 A1 (Rankin, JR. et al.) 24 November 2011 (24.11.2011), para [0077], [0082], [0119], [0124], [0126], [0137]	20-29, 49-58, and 78-87

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 03 October 2014 (03.10.2014)	Date of mailing of the international search report 14 NOV 2014
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