



## **B2B Self-Service Pricing Service to Exhibit at Virtual Expo**

*EchoQuote to demonstrate budgetary pricing tool at Marketing Profs B2B-2.0 Virtual Expo*

Frederick, MD (PRWeb via [PRWeb](#)) February 29, 2008 -- EchoQuote, LLC, a Maryland-based software-as-a-service (SAAS) provider, will host a virtual booth - EchoQuote: [Crank up B2B Sales Ready Leads](#) - at the 2nd annual Marketing Profs B2B-2.0 Virtual Expo on March 5, 2008 from 10 am to 5 pm EST. At the expo, EchoQuote will exhibit its [self-service pricing tool](#), EchoQuote™, which is designed to help clients generate more qualified B2B leads earlier in the sales cycle. The budgetary pricing tool generated \$92 million in B2B opportunities in its first year of business.

"I'm thrilled to be exhibiting at this spectacular event," says Dale Underwood, president of EchoQuote, LLC. "We have a lot of avenues to choose from to market our product, but we chose this venue because it is in line with our ideas of self-service information gathering."

The free day-long virtual conference, entitled "What's Next in Finding and Keeping Customers," will explore the next generation of the Internet, including cutting-edge Web 2.0 tools and new concepts in online marketing. The conference will also delve into how these changes will affect how we find and interact with customers online. Conference participants will be able to experience presentations, exhibits, and the atmosphere of a live conference without even leaving the office.

Meant for small and medium B2B companies with lean sales and administration resources, EchoQuote is designed specifically to help generate [B2B sales leads](#) in concert with SEO and PPC programs. The tool allows prospects to select and receive a custom pricing proposal via email within minutes with minimal interruption by the sales team. When a quote is requested, the vendor's sales team is immediately tied into the process to simply approve the request. The system does the rest.

If you're ready to Crank Up B2B Sales Ready Leads or see the EchoQuote tool in action, register for the Marketing Profs B2B-2.0 Expo at [www.marketingprofs.com](http://www.marketingprofs.com).

About EchoQuote:

EchoQuote, LLC is a Maryland-based software-as-a-service (SAAS) provider that helps its clients generate more qualified B2B leads earlier in the sales cycle. The company empowers vendors and their prospects to create and receive [self-service quote proposals](#) while simultaneously engaging the sales team. For more information about EchoQuote™ call 301-560-7127 or visit [www.echoquote.com](http://www.echoquote.com).

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