

Texas Memory Systems capitalizes on historic media attention using EchoQuote™ service

Self-service pricing tool converts unprecedented number of Web site visitors into potential customers by answering the toughest B2B question: "How much does it cost?"

Frederick, MD (PRWEB) August 28, 2008 – EchoQuote's B2B self-service pricing tool has already proven itself to be an extremely economical way to generate B2B sales leads for small and medium-sized companies. Now, the dynamic EchoQuote™ tool is being used by large companies as a [lead generation solution](#) to help them launch emerging products and new technologies.

Dale Underwood, president of EchoQuote says, "Companies introducing new products in a fast paced industry need to move quickly to educate potential customers. That education includes not only features and benefits but also budgetary pricing so customers can quickly understand if it is within their organization's budget. Prospects don't want to spend a lot of time researching a new product unless they think they can afford it. EchoQuote gives them that budget information in seconds."

Texas Memory Systems (TMS) is an example of a long established company using EchoQuote to launch a new, innovative product line. TMS recently announced its new RamSan-440, the world's fastest and highest capacity RAM-based solid state disk system. The company knew it was introducing a ground-breaking product and would be flooded with inbound inquiries. To handle pricing questions, TMS turned to EchoQuote, which was being used by several other technology manufacturers to provide self-service budgetary pricing.

EchoQuote has proven itself to be a powerful sales tool when used to help market leading-edge technologies such as solid state disks, according to Neal Ekker, Vice President of Marketing for Texas Memory Systems. "EchoQuote helps us convert a larger percentage of casual Web site visitors into solid sales leads, thanks to its ease and simplicity."

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 proposals](#) while simultaneously engaging the client's sales team. For more information about EchoQuote™ call 301-560-7127 or visit www.echoquote.com.

About Texas Memory Systems

Texas Memory Systems (<http://www.texmemsys.com>), the market leader in solid state disks, produces the World's Fastest Storage®. Its award winning RamSan line of solid state storage is used to accelerate enterprise applications like OLTP databases, batch processes, and data warehouses. Founded in 1978, the company sells direct to large enterprise and government organizations. Its products are also available through OEM and reseller partners.