You have the data. You have the established processes. But getting your sales team to work effectively means getting them to connect all of the puzzle pieces. What if you had a means of visualizing your business data in a fun, engaging way, on screens of any size? The Four Winds Interactive (FWI) Visual Communications platform integrates with Salesforce, making it easy to display your business data in a way that helps your teams perform.

Instead of pulling reports, push real-time Salesforce data in a visually engaging way and give everyone on your team access to actionable KPI metrics on screens throughout your office.

FWI saw a 110% increase in qualified pipeline year over year and a double-digit growth in sales, with no increase in staffing. Screens throughout the sales department display team performance for the month and quarter, color-coded lead status notifications, forecasts by team, Big Deal alerts and more—all fed in real-time by Salesforce. Those screens reinforce foundational behavior like following-up on inbound leads and promote organizational transparency, sales visibility and teamwork. Adding to those Visual Communications applications, The SVP of Sales had a custom Interactive Sales Dashboard created to facilitate real-time conversations about performance.

The FWI Sales Dashboard is an Executive’s dream. Using real-time Salesforce data, the interactive screen lets any team member see summarized performance metrics, and with a simple touch, drill down to see team statistics and even specific sales executive metrics. All of that information is visually engaging, easily digestible, automatically updated and available by simply glancing at the screen.

It’s changing how we work. Powerful Visual Communications applications like the Interactive Sales Dashboard can be customized to fit the needs of any sales-driven business. And that same technology can also be used by other executives, from HR and Operations to Finance, Marketing and more to power visual applications that yield results. Use Visual Communications to showcase the data that will drive your business forward.

FWI is a leader in the Visual Communications industry, with over 6,000 clients around the globe, powering hundreds of thousands of screens in every industry. FWI’s software platform has a proven record of helping companies access, understand and leverage Visual Communications. Visit fourwindsinteractive.com to learn more.