

Case Study

Stanley Black & Decker Transforms Collaborative Learning to Drive Sales

Stanley Black & Decker, a Fortune 500 tools, hardware and security products manufacturer with 60,000 employees, leveraged NovoEd to radically reimagine its sales onboarding approach. In the past, field reps were required to travel for in-person meetings and expected to learn and retain up to 40 hours of classroom content via technical product and application-based training. Class sizes were limited by physical infrastructure and logistics.

To make learning and development more effective and inclusive, Stanley Black & Decker brought on NovoEd to develop its first online approach to transform a five-day onsite training program into a higher-impact, five-week, cohort-based virtual learning experience driven by activities, practice and feedback.

The platform enables various groups of people to easily connect to share and learn. These include facilitators, mentors and teaching assistants; cross-regional sales teams; and new-hire sales trainees who can collaborate directly with their peers.

These combined support networks facilitate an organic experience that would not have been as effective in person, with benefits such as:



24/7 access to facilitators and mentors



a greater diversity of learning content



individualized feedback and evaluations on all assignments.



Experiential learning initiatives bring about the rapid alignment required among today's sales teams to build confidence, drive performance and create opportunities.

NEW PROGRAM AT A GLANCE

5 Week Virtual Cohort-based Learning Experience



Stanley Black & Decker reports that its new approach has resulted in record levels of engagement, performance and satisfaction – and that it empowers salespeople to apply the concepts they learn to real-world situations in as little as 24 hours.