



# COURSE SYLLABUS

## Cannabis Sales 101

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It's been nothing short of amazing the explosive growth in our industry in the last several years, and there's every reason to believe that growth will continue! Most Budtenders possess decent Product Knowledge, but the challenge we face as dispensary owners is in training Budtenders to provide more than just "step and fetch"; that is, standing behind a counter waiting for customers to tell them what they want.

Our customers desire skilled Budtenders who engage well, who ask questions, who possess and demonstrate superior product knowledge, match the wants and needs of the customer with our products, and who actively suggest additional products to relieve pain, assist sleep, reduce anxiety, and expand consciousness exploration for healing and learning.

We are very happy and proud to offer you the vehicle to deliver that level of training in The Friedman Group's: Cannabis Sales 101. This course is designed to effectively teach your staff, whether veteran or new hire, to deliver a high level of Customer Experience, resulting in more net profit for you and your business, and customer satisfaction, loyalty, referral and repeat business.

The course consists of 9 modules that can be taken in their entirety as a dedicated path for skill development or as an abbreviated course to get new Budtenders up to speed quickly.

Reach out to us today, and set your dispensary apart!

## This certification includes:

- 1 Introduction to Store Management (45 min)**
  - Your Role as a Budtender
  - Measuring Competence
  - The Value Triangle

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## 2 Opening the interaction (2 Hours 55 min)

- Assessing Customers
- Creating a Welcoming Environment
- Opening Lines

## 3 The Quick Tour (2 Hours 45 min)

- Conducting a Quick Tour

## 4 Discovering your Customers needs (3 Hours)

- Open-ended Questions
- Hanging Out
- Discovering WHAT your customers wants, and WHY...

## 5 The Demonstration (2 Hours)

- Primary Points of Interest
- Features and Benefits
- One Sentence to Make the Sale

## 6 Adding On (2 Hours)

- Selling the complete Package / Solution

## 7 Handling Concerns (1 Hours)

- Cause of Concern
- Handling Concerns
- Price Concerns / Objections

## 8 Closing the sale (1 Hours 45 min)

- Earning the right to close
- Buying signals

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## 9 Confirmation e Invitations (3 Hours)

- The Confirmation
- The Invitation
- Getting Organized
- Another type of Verbal Contract
- Making a Call
- Sending Personal Notes

Certificate!





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## Contact us:



(877)282-4377



Friedman University



[www.friedmanu.com](http://www.friedmanu.com)



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