



Real Results, Real Education For Real Success.

MJ Hybrid Solutions is an online cannabis training and education program for dispensary teams, cannabis brands, and all sales professionals in the cannabis space.

KNOWLEDGE

To meet consumer needs employees must be cross trained on Cannabis education, & effective communication.

TRUST

Effective communication empowers the sales staff and in turn empowers the customer.

SALES

Customer's who feel empowered and confident make repeat purchases, and spread the word.

WHY MJ HYBRID SOLUTIONS?

- We guarantee **RESULTS**
 - Proven Sales Training **METHODOLOGY**
- **TRUSTED** Cannabis Education and Product Knowledge
- We **EMPOWER** Your Employees and Put **PEOPLE** First.

MJ HYBRID TRAINING PROGRAM INCLUDES

- 1 year contract to use the MJ Hybrid LMS platform with unlimited access to modules through a personalized link just for your team.

- Training guide and 10-10-10 Implementation plan provided to manager with ongoing support. Manager will also have admin access to overlook training progress.

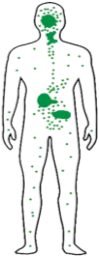
- Employees will receive certification of completion.

- Discounted Training available on site/Customization plans available.



CANNABIS EDUCATION

MODULES



The Endocannabinoid System (EC System)

To truly understand how cannabis works, it is important to first understand the Endocannabinoid System. In this module, we dive into what the EC system is, how it was discovered, and the role it plays when consuming cannabis.

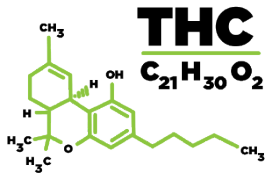
What is CBD?

What is CBD is a basic overview of CBD and its medicinal benefits. In this module, you will learn why CBD is beneficial, the different methods of taking CBD, CBD in hemp and marijuana, and the main medicinal ailments that CBD has been scientifically proven to aid. Additionally, this module covers how to help your customers understand this key ingredient that is found in cannabis.



THC Basics

THC Basics is a basic overview of THC (Tetrahydrocannabinol). You will learn why THC is beneficial as well as the different methods of taking THC. Additionally, this module covers how to understand your customers' tolerance to THC.



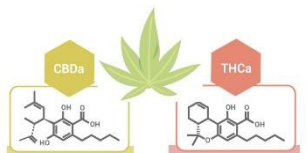
Routes of Administration

Routes of Administration breaks down the methods for consuming cannabis and provides an understanding of bioavailability. By understanding different routes of administration, you are able to recommend what method might be best for your customer's needs.



Acidic vs. Neutral Cannabinoids

In this module, Acidic vs. Neutral Cannabinoids, you will learn the difference between acidic cannabinoids (THCA) and neutral cannabinoids (THC). This module also dives into decarboxylation and biosynthesis of the plant.



Cannabis Infused Products (edibles)

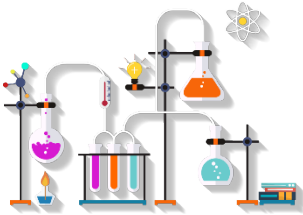


In this module, Cannabis Infused Products, you will learn how infused products are made, the various types of infused products, and how they affect each customer differently.



Cannabis Concentrates

In this module, Cannabis Concentrates, you will learn why consumers should use cannabis concentrates, the different extract terminology used when producing cannabis concentrates, and the different types of concentrates on the market.



Know Your Product- Active Ingredients

In this module, we will discuss part 1 of Know Your Products- Active Ingredients. This module will take you through the active ingredients found in the cannabis plant. There are 3 major groups: Cannabinoids, Terpenoids, and Flavonoids.

Know Your Product- Product Types

In part 2 of Know your product, we will discuss product types. As the cannabis industry grows, more and more products are being developed. It is important as a cannabis retail professional, to understand the different product types, routes of administration, and potential benefits and side effects to best service your customer's needs.



Know Your Product- Dosing & Packaging

In part 3 of Know Your Product, we discuss dosing and packaging. Understanding the dosing and packaging is the most important function of dispensary staff to ensure the customer purchases the right product, which delivers the right dose for the customer's needs.



Pediatric & Cannabis

In this module, Pediatrics and Cannabis, we discuss what you should know about children who use cannabis as medicine and what to expect from their caregiver. We also break down the different ailments that cannabis is used for to help you better understand their need.

Cannabis & Anxiety

In Cannabis & Anxiety, we dive into cannabis and how it effects anxiety. Studies show how certain doses can promote and/or induce anxiety as well as how CBD and terpene profiles play a role.



Cannabis & Pain

In this module, you will learn how cannabis can be used to help with pain in more ways than one and the benefits of using cannabis for different types of pain.



CBD Isolate vs. Full Spectrum CBD



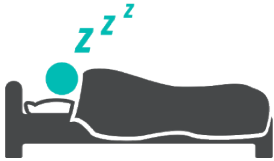
CBD Full Spectrum vs Isolate

In this module, you will learn about the differences between CBD full spectrum products and CBD isolate and how to explain the difference to your customer to ensure they get the best product for their needs.



Explaining CBD to your customer

In this module, we will go over how to explain CBD to customers who are unaware of what CBD is and all of its benefits.



Cannabis & Sleep

In this module, Cannabis and Sleep, we dive into the biology of sleep, what can cause sleep issues, and how cannabis can be used as a potential sleep aide.



Cannabis & Appetite

In this module, Cannabis and Appetite, we dive into how cannabis may enhance appetite in at least 3 different ways, how the endocannabinoid system affects appetite, and how high THC and high CBD products can affect appetite differently.

Contact Us



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