



# Real Results, Real Education For Real Success.

**MJ Hybrid Solutions** is an online sales training and cannabis education program for dispensary teams, product companies, 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.**



# TRAINING MODULES



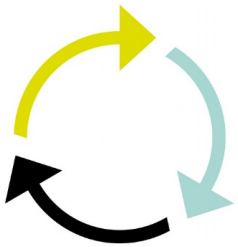
## Sales Lesson 1- People Are Your Product

This module starts off the 6 step MJ Hybrid Sales Methodology. Your team will learn the importance of focusing on people more than your products to be successful. With a role play of what not to do this module is a great starter for employees to really understand how to interact and put customers first.



## Sales Lesson 2 – Listening F.O.R

This module continues from lesson 1 and focuses on how to organically engage in conversation with your customer by asking the right questions. Employees will learn the Listening F.O.R technique to help build genuine relationships with customers and gain trust and loyalty.



## Sales Lesson 3 – Closing the Loop

Module 3 focuses on taking what was learned in module 1 and 2 and closing the loop with customers. Employees will learn how important it is to focus on your customers by asking the right questions and listening to them so they can guide customers to the best product based on their needs.



## Sales Lesson 4 – Upselling Compassionately

This module focuses on upselling. Employees will learn that upselling is not a bad thing and when done correctly can benefit the customer. When you look at upselling as a good thing, it becomes easy and natural to do.



## Sales Lesson 5- Resistance/Pushback

Module 5 focuses on resistance and pushback from customers and how to effectively handle these situations when they occur.



## Sales Lesson 6- Retention/Referrals

This module focuses on retention and referrals. Employees will learn how retention and referrals are a key part of their business and will learn key points and examples of how to ask for referrals and ensure that customers will return.

## Sales Lesson 7 – The Why vs The What

In module 7, employees will learn how to create value in the products your store carries. This training explains the importance of understanding why you carry a product versus just knowing what product you carry and how to explain the why to your customers.

# WHY?



## Sales Lesson 8 – Getting Personal with Medical Patients

This module is designed to help employees ask the right questions in order to get your medical patients to open up about their condition to ensure they are getting the best product for their needs.



## Sales Lesson 9 – Rapport and Mirroring

Module 9 is focused on how to build rapport with the customer and find commonality to build trust and help meet the needs of the consumer



## Sales Lesson 10 – The Customer Experience

Module 10 focuses on the ultimate customer experience. Employees will learn what the customer experience means and what they can do to ensure they are providing the best experience for each and every customer.



## Sales Lesson 11 – Service is Selling

This module helps employees understand the difference between sales and customer service as well as how they go hand in hand to provide the best experience for customers while getting results.



## Sales Lesson 12 – Effective Communication

Effective communication is essential for all employees. Your employees will learn how to empower customers through communicating effectively. Learning how to impart information to your customers empowers them with confidence to make informed purchasing decisions.



## Sales Lesson 13 – Active Listening

Module 13 continues from module 12 and focuses on active listening. Employees will learn what active listening means and how to engage your customers through active listening. This module goes through the necessary tools to ensure you are actively listening and addressing your customer's immediate needs to establish trust and loyalty necessary for repeat business and quality referrals.



## Sales Lesson 14 – Selling with Confidence

Module 14 provides tips and ways to help you be confident in your role as a cannabis retail sales professional.



## Sales Lesson 15 – Time Management

Employees will learn the tools of managing time to ensure they are still giving great customer service even when your store is experiencing a ton of traffic.



## Sales Lesson 16 – Selling the Solution, Not the Product

Module 16 focuses on how to sell the solution to your customers' needs versus just selling the product. This ensures your customers leave feeling confident in their purchase.



## Sales Lesson 17 – Dealing with Difficult Customers

Module 17 discusses the types of difficult customers and how to best handle them. It is important to know how to react and deal with difficult situations to ensure you create a positive experience for everyone.



## Sales Lesson 18 – Avoid Liability

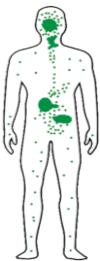
This module helps employees learn how to avoid liability by understanding their customers, know the products they carry, and understanding the rules.



## Sales Lesson 19 – Knowing Your Customer

In this module, employees learn how to ask certain questions to know if their customer is an experienced cannabis user or new to trying cannabis and how to make them feel comfortable in the store.

# CANNABIS EDUCATION MODULES



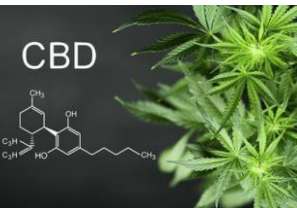
## The Endocannabinoid System (EC System)

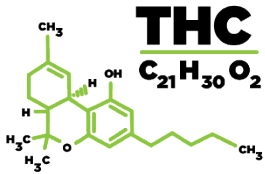
To truly understand how cannabis works, it is important to first understand the Endocannabinoid System. In this module, we dive into what the EC system is, how it was discovered, and the role it plays when consuming cannabis.

## 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.

CBD





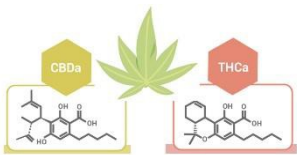
## THC Basics

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.



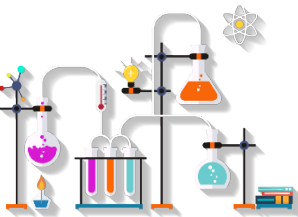
## Cannabis Infused Products (edibles)

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



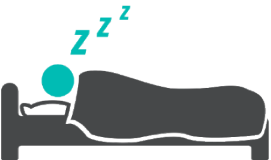
## CBD Full Spectrum vs Isolate

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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