



The MJ Hybrid Training Program Overview

Increase Your Sales, Customer Retention, & Employee Morale.

Who is MJ Hybrid Solutions

MJ Hybrid Solutions is an online sales training and cannabis education program for retail stores, product companies, and all sales professionals in the cannabis (and CBD) space. After discovering a need for cannabis employee training, our CEO MJ Stapley took her experience and passion for sales training and cannabis education to develop the MJ Hybrid Training System. The MJ Hybrid Training System is a two-fold approach training for cannabis employees that is both scientifically accurate and helps employees better sell to customers. The cannabis (CBD) education is written and backed by medical cannabis doctors and scientist with over 15 years' experience and our sales training is a proven methodology to help companies increase business profitability, customer retention, and employee engagement.

Why MJ Hybrid Solutions

Our program was developed with your needs in mind. We spent a year researching and working with dispensaries and retail stores to determine what training was needed for your employees to better serve your customers', increase your sales, and reduce liability. With an understanding that your people are your most important product, our goal is to ensure we create value and an ROI. The MJ Hybrid Training System has shown a 10-15% increase in sales in the first month of fully implementing the training. We guarantee results and work closely with you to ensure your team is set up for success.

What the MJ Hybrid Training Program Includes

- 1 year contract to use the MJ Hybrid LMS platform with unlimited access to modules
- Training Modules include both sales training and CBD and Cannabis education
- Discounted on-site training session upon request
- Training guide and 10-10-10 Implementation plan provided to manager with ongoing support
- Employees will receive certification of completion.

See below for breakdown and summary of all training modules.



<p>The Endocannabinoid System (EC System)</p>	<p>To truly understand how CBD 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 CBD.</p>
<p>What is CBD</p>	<p>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 hemp.</p>
<p>Explaining CBD to Your Customer</p>	<p>In this module, you will learn how to explain CBD to your customer without overwhelming them. CBD is not fully understood or known by many so it is important to understand your customer first and be able to explain it based on their needs.</p>
<p>CBD Full Spectrum vs CBD Isolate</p>	<p>In this module, we discuss the difference between CBD Full spectrum and CBD Isolate and how to determine which product might be best for each customer.</p>
<p>Routes of Administration</p>	<p>Routes of Administration breaks down the methods for consuming CBD 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.</p>



Sales Training Modules Summary

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.
Sales Lesson 8 – Getting Personal w/ 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 Summary

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 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.