



The Green Joint Case Study

Within the first 30 days utilizing the MJ Hybrid Training Program, The Green Joint saw an 18x return on their training investment, increased their overall revenue 24% and now have a fully trained and educated staff committed to meeting their customers' needs.



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The MJ Hybrid platform has revolutionized professional sales and educational training for the cannabis industry where formal training is non-existent. The training contains extensive knowledge and relevant examples that are displayed through well thought out modules that flow well from lesson to lesson. The content is easy to understand and relatable to all aspects of retail cannabis, I would highly recommend this platform to others.

Brian, VP of Retail at The Green Joint

Challenge

Looking to streamline training and coaching across all retail locations consistently. Get everyone on the same page with a structured training program. To enhance the customer experience and increase sales and ensure all employees were providing the best service possible.

Initial goal was to increase overall revenue by at least 15-20% in first 30 days

Approach

To roll out the MJ Hybrid Training program online in sections. The employees would start with the initial sales training and education in the first two-four weeks and thereafter as ongoing training and development complete part 2 of the sales and education training program.

Employees would meet at each retail location and go through the trainings together, discuss implementation and provide feedback/discussion on what they learned.

The management team would utilize the MJ Hybrid 10-10-10 plan for goal setting and to track progress in three areas including number of transactions, average transaction \$, and overall revenue growth.

Objectives

- Streamline Training across all 3 retail stores
- 15%+ increase in overall revenue
- Better Customer Experience

Solution

- Mandatory Training w/ MJ Hybrid Online Training Platform
- Follow and utilize the MJ Hybrid 10-10-10 Implementation Plan
- Group Training/Meeting at each location to go through the training modules
- Coaching and Accountability Implemented With Managers and Employees

Results

- All 3 retail locations saw an increase in the number of transactions (19% average) as well as an increase in average transaction \$
- All 3 locations saw an increase in their overall revenue (24% average increase)
- All employees between all locations trained and committed to the company vision

Results

All employees are trained and on the same page. After the first 30 days the team saw a 24% average increase in their overall revenue between the 3 retail locations as well as an increase in the number of transactions and average dollar per transaction. The team is engaged and retention is high across the board with staffing.

With this, the managers lives are easier because the team is now engaged with low turnover. The MJ Hybrid Training program allows managers to focus on leadership and giving the team tools for success while also being able to focus on their day to day tasks.

The Return on Investment in the first 30 days alone for the MJ Hybrid Training Program was about 18X or 1800%.