QUALITY AND CUSTOMER SERVICE IN A CANNABIS BUSINESS

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INTRODUCTION

Quality product and the highest level of customer service are essential to running a successful and respected medical dispensary.

Developing beneficial relationships with your patients and gaining their trust is important for prolonged business.
CREATE AN INFORMATIVE MEDICAL CENTER

- Train all staff members in medical marijuana education
- Provide free informative sessions weekly/monthly
- Display and distribute information that is important for patients to learn and understand
- Rights and responsibilities
- How to effectively and safely consume their medicine
- Effects of different strains/products
- Understanding cannabis dosages
- Suggestions of their ingestion routines
HERE ARE SOME SUGGESTIONS FOR HOW TO HANDLE EVERYDAY PATIENTS

◉ Greet everyone who comes in even if they are waiting to be assisted

◉ Act with friendly and pleasant demeanor

◉ Use eye contact with appropriate tones and body language

◉ Handle any issues/complaints with respectful responses

◉ Thank the patients for their business and invite them to return

◉ Understand that not all patients may be comfortable coming to the dispensary for their first time

◉ Make sure all patients are familiar with the Medical CTU Cannabis Bill of Rights and it is in plain sight in your store
CTU MEDICAL CANNABIS BILL OF RIGHTS

All medical cannabis patients have the right to the following:

1. A clean, professionally operated medical cannabis provider location that uses sanitary measures such as gloves, and tongs to assure cleanliness.

2. Safety when obtaining medical cannabis from a provider.

3. Access to knowledgeable staff members and educational resources in regards to cannabis.

4. Cannabis that has been lab-tested for quality and safety standards.

5. Pesticide-free cannabis.

6. Respective care and attentive assistance from the provider staff.

7. Confidentiality of personal information when visiting a dispensary.

8. Access to different types of medicine such as tinctures, flowers, edibles, topical ointments, and extractions.
The Cannabis Industry needs businesspeople that care about the quality of product they produce and sell.

Following these guidelines is a good step towards running a professional and up-to-standards cannabis business.

www.theCTU.com