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Stage One: The Big Picture

Getting to Know the Customer

Major Points

1. Ask what they know about budboard and terpenated blends.
 - a. Regardless of their response, recap with the company description and mission, to properly frame their understanding:
“Well, let me explain exactly what we do. Budboard is the only dispensary menu system designed to address and display treatment information in the form of terpene profiles and treatment ratings.”
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2. Ask what they know about terpenes.
 - a. If they understand terpenes fully, great! If not, make sure to break it down for them or fill in any information they may be missing:
“Terpenes are the other half of cannabis. As you know, full-spectrum cannabis is important because, aside from THC and CDB present in a profile, other ingredients are responsible for the specific effects of the cannabis product. Terpenes are the cannabis ingredients that make the difference between a strain that is good for hunger-suppression and one that is good for hunger-stimulation.”
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3. Link the mission of terpenated blends back to the use of terpenes:
Terpenated blends was founded to target the terpene blends most likely to address specific symptoms such as nausea, headaches, inflammation, anxiety, and so much more, based on a proprietary terpene analysis process we invented.”
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4. All information is important information, and the goal of the first meeting is to gather as much you can, so listen more than you talk. Ask as many questions and take as many notes as you can. Ask about their mission as a business:

“What are your long-term goals?” (take notes below)

“What does the future look like for your business?” (take notes below)

Stage Two: Business Goals

Figuring Out the Strategic Objectives for the Company

Ask about their goals related to what budboard and terpenated blends can offer:

“Since we are discussing menu boards, concentrates, and topicals, what are your top three goals for these three areas? Feel free to list more than three if you have them.” (take notes below)

1.

2.

3.

Discuss how budboard and terpenated blends can lead their business to accomplish these goals for their menu boards, and/or terpenes. If the customer has vetted correctly, this part should be easy.

Stage Three: Interactivity

Getting Them to Demo the Product(s)

Budboard:

Online: Follow budboard digital demo instructions document for budboard demo

Terpenated Blends:

Give the samples to the customers one at a time, as you describe the blend and its expected benefits.

“I’ve brought three samples of our house blends, which were formulated by us using a proprietary algorithm we designed to mimic the natural profiles of cannabis strains and deliver the symptom relief that is generally expected from a hybrid, sativa, and indica. The first one here is our (hybrid/sativa/indica) ...etc.”

Stage Four: Competition

Introducing and Addressing Competition

Make sure they know who the competition is:

1. “Are there any other terpene companies that you have looked at, and can you tell me why you like them?” (take notes below)

Explain how we are better:

2. *What’s different about terpenated blends is that we use a proprietary in-house algorithm that uses thousands of cannabis profiles and matches them to customer reviews to form a*

treatment profile. Other terpene companies will copy profiles of specific strains and ascribe symptom treatment based on generic strain descriptions which do not correspond to real life chemical profiles, meaning treatments are often accurate. Some companies will create new mixes based on smell and flavor alone. Some smell and taste great, but they are not going to give you the effect of natural profile and the symptoms are tough to predict.

Stage Five: Authority Content

Whoever you choose, we've developed this guide, choosing the right terpene supplier for dispensaries with helpful tips and tricks to make sure that your terpene supplier is compliant and up to the standard of delivering dispensary grade terpenes.

Stage Six: Next Steps

Keeping in Touch with Contacts

Obtain a follow-up time and date

“Based on our conversation, who should I speak to next?”
