

Sales; 5 ways to boost sales at your dispensary

Description

There has been a 55% increase in marijuana users over the past few years. Tons of researchers have pointed towards the potential this psychoactive plant has in dealing with ailments and issues such as depression, anxiety, chronic pain, insomnia, lack of appetite, epilepsy and stress relief. A lot of recent research is also proving this plant's benefits in dealing with Alzheimer's disease, inflammation and even cancer cells.

This is now legalized in many different places, not only for medicinal use, but also for recreational purposes. With this, there has been a 30% increase in the number of weed dispensaries all around. If you own a dispensary, you should know that it is very important to have certain strategies in place in order to boost sales. We have curated a list of 5 ways that you can boost the sales at your place.

Do good market research

It is essential to know your target audience. Without knowing them well, all strategies of increasing sales will not be enough. You [should know the buying habits](#) of your customers. It is important to understand what draws them back to your store. Is it your customer service, a certain kind of strain or just the convenience of being nearby?

You should also know why customers do not visit your store so that you can target those areas. Be sure to collect information about the following:

- The average age of your clients
- Their lifestyle and occupations
- Their preferred methods of consumption
- The popular items in your store.
- The busiest hours of your day.
- Purchasing frequency of each item.

Include all payment methods

It can be quite hard to gain a competitive edge in the market if you are a business that only accepts cash payments. This limits your sales enormously and results in an average or poor customer experience. If you do not take all methods of payments, it might be best to get [dispensary card payments](#) set up. These have a fully-compliant blockchain solution that allows businesses who take only cash to accept debit payment. This offers advanced auditing and real-time transaction history, so you never have to worry about when you would receive the payment.

Provide amazing customer service

The crucial key to success for any retail business has to be customer service. Dispensaries are no exception. Do not think twice before giving your employees a list of good practices they can refer to when they interact with any customer at the store. Your [priority should be customer service](#), since it is the key to business growth. Your staff should have vast knowledge about marijuana, along with all the items being sold at your dispensary, along with being customer-friendly.

Your budtenders should know all about the strains and should be able to provide the customers with ample knowledge. They should also have enough expertise on the subject so that they can deal with any misinformation or misconception about your products for beginners.

Besides all of these key points, you can start a loyalty program for more customer engagement and focus on strategic social media advertisement. The sky's the limit once you have these strategies in place.

Date Created
2021/05/19

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