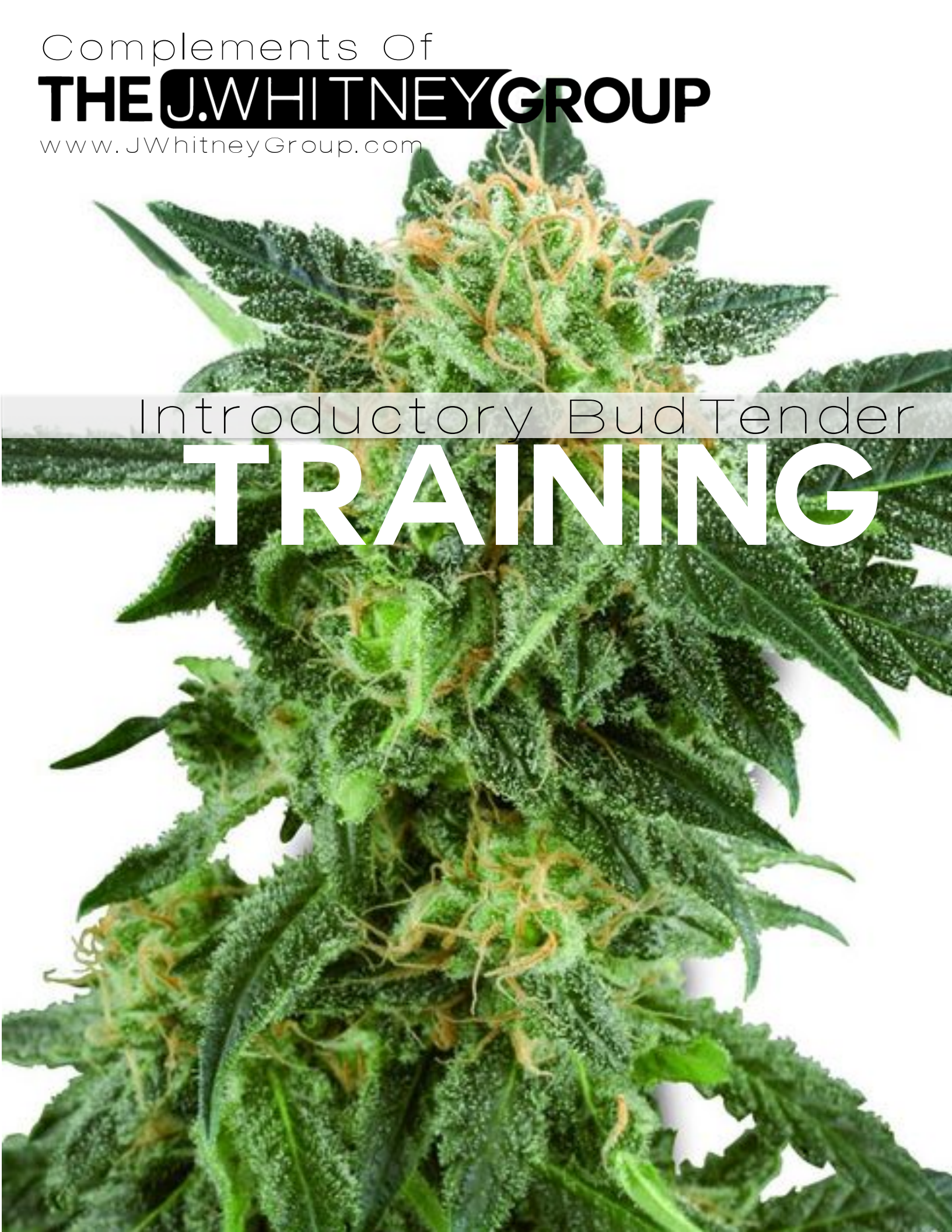


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Introductory Bud Tender

**TRAINING**





# Basic Rules of BudTending

## Trusted Guide, Not Medical Professional

As a Budtender, you have the privilege of being trusted guide through the world of Cannabis. This position puts you in a unique space where patients and clients perceive you to be a mix of a pharmacist, retail sales personnel and personal confidant. For ethical and legal reasons, it is important to remember that although people will ask you for medical advice, you are not to give medical advice since you are not acting as a licensed medical professional. In making product recommendations, be clear that you are recommending products based on your own beliefs, research findings, opinions, and/or experiences.

## Be Supportive and Knowledgeable, Not Pushy

The more you know, the more people trust you and therefore the more they will purchase products that you recommend. Do your **absolute best** to not be pushy with sales. This should not be too difficult since Cannabis is a product that people want to purchase, no convincing necessary. If you push a product on a patient just for the sake of sales and the patient has a bad experience, they will associate you, and therefore the company, with that bad experience. However, if you keep in mind that you are a guide and that you are helping the customer achieve the goals that *they are looking to achieve* (feeling, symptom relief), you can guide them towards products that will help them achieve *their goals* which will create the relationship, trust and reputation needed to motivate increased purchasing and return business. Authenticity, knowledge and a customer-needs focused mindset are your best friends.

## INTRODUCTORY BUDTENDER VOCABULARY

### Bud

Bud refers to the actual flower of the marijuana plant. These are the fluffy parts that are harvested and used for recreational or medicinal purposes as they contain the highest concentrations of active cannabinoids.

### Cannabinoids

Cannabinoids are the chemical compounds unique to cannabis that act upon the human body's cannabinoid receptors, producing various effects including pain relief and other medically beneficial uses. Marijuana's most well-known cannabinoid is tetrahydrocannabinol (THC) due to the fact that it is the most abundant, and also because it produces the psychoactive effects (or the "high") that drives the plant's recreational use. However, there are over 85 known cannabinoids all with varying effects, so THC isn't the only one.

### CBD

CBD is the abbreviation for cannabidiol, one of the at least 85 cannabinoids found in cannabis and the second only to THC when it comes to average volume. Recently, CBD has gained support for its use as a medical treatment as research has shown it effectively treats pain, inflammation, and anxiety without the psychoactive effects (the "high" or "stoned" feeling) associated with THC. High CBD strains, such as Harlequin, are being bred more actively and appearing more frequently on the market.

### Concentrates

Concentrates are a potent consolidation of cannabinoids that are made by dissolving marijuana in its plant form into a solvent. The resulting product has very high THC levels (generally more than flowers or hashish), and can produce varying products that range from thick sticky oils (BHO) to moldable goo (budder/wax) to resinous bits (shatter). Referred to by a variety of slang terms, the classification of concentrates is often dependent on the manufacturing method and the consistency of the final product.

### Dab/Dabbing

A dab is a slang term used to refer to a dose of BHO received through butane combustion and inhalation. The act of "dabbing" refers to partaking in dabs.

### Decarboxylation

Heating cannabis to temperatures of 220 degrees or more turns non-psychoactive THCA into psychoactive THC.

### Edibles/Medibles

Edibles and medibles are medicated edible goods that have been infused with cannabis extracts. They are commonly baked goods such as cookies and brownies, but options as varied as flavored coffee drinks, breads, and candies exist as well. Dispensaries also often sell marijuana-infused butters or oils for patients or consumers to make their own edibles. Consuming edibles means the active components from the extracts require longer to take effect as they need to be absorbed through the digestive system.

### Entourage Effect

result of the terpenes and the cannabinoids (like THC and CBD) working together.



## INTRODUCTORY BUDTENDER VOCABULARY

### Hybrid

Hybrid refers to a plant that is genetically a cross between one or more separate strains of cannabis. Hybrids can happen unintentionally, but they are usually bred specifically to combine desired traits of the original plants. Most marijuana on the market today is some form of hybrid.

### Indica

Indica is the less scientific name for the *Cannabis indica* species of cannabis. Generally these plants originated in the Middle East and Asia and include both of the famous kush and Afghan lineages. Compared to their sativa counterparts, the plants are shorter, bushier and have more compact flower structure. This species tends to produce more relaxing physical effects and can have a sedative quality.

### Sativa

Sativa is the less scientific name for the cannabis sativa species of cannabis plant. In general, these plants originated outside of the Middle East and Asia and include strains that are from areas such as South America, the Caribbean, Africa, and Thailand. These strains tend to grow taller as plants (usually over 5 feet), are lighter in color and take longer to flower. When consumed, sativas tend to produce more cerebral effects as opposed to physical and sedative ones.

### Strain

A strain is a specific variety of a plant species. Strains are developed to produce distinct desired traits in the plant and are usually named by their breeders (or by creative consumers). Strain names often reflect the plant's appearance, its promised buzz, or its place of origin. Although the medical marijuana industry strives for consistency, strains can easily be mistakenly or purposely misidentified.

### Terpene

Terpenes create the aroma of cannabis. Flower strains smell different because they contain different terpenes (referred to as a "terpene profile").

### THC

THC is an abbreviation for tetrahydrocannabinol. It is the most well-known and most abundantly available cannabinoid in marijuana plants. THC is also the component in marijuana that is responsible for the psychoactive effects, or the "high." Also known as delta-9-tetra-cannabinol, it was first isolated in 1964 and is thought to serve as a natural defense for the plant against pests. Research has shown THC to be an effective medical treatment for a range of conditions. There is no lethal dose of the compound in its natural form.

# CANNABINOIDS

## \*CBD

**Full name:** Cannabidiol

**Benefits:** anti-convulsive, anti-anxiety, anti-psychotic, anti-nausea, anti-rheumatoid arthritic, blood sugar regulation and sedative properties.

**Factoids:** Counteracts THC

**Psychoactive:** NO

**What it may treat:** acne, ADD, anxiety, arthritis, cancer, chronic pain, depression, diabetes, Dravet syndrome, epilepsy, glaucoma, Huntington's Disease, inflammation, mood disorders, multiple sclerosis, neuropathic pain, Parkinson's, schizophrenia, and neurodegenerative diseases such as Alzheimer's. *CBD has also been shown to stop the spread of cancer cells.*

## CBG

**Full name:** Cannabigerol

**Benefits:** Gastrointestinal issues, interocular pressure

**Factoids:** Mostly found in hemp. When found in flower it is usually less than 1%

**Psychoactive:** NO

**What it may treat:** Glaucoma, intestinal issues such as irritable bowel syndrome

## CBN

**Full name:** Cannabinol

**Benefits:** anti-bacterial, sleep aide, pain relief, anti inflammatory, anti convulsive

**Factoids:** it is a product of THC degradation

**Psychoactive:** WEAK

**What it may treat:** Insomnia, MRSA

# CANNABINOIDS

## \*THC

**Full name:** TetraHydroCannabinol

**Benefits:** relaxation, reduced pain, and increased appetite.

**Psychoactive:** YES

**What it may treat:** ALS (Lou Gehrig's disease), Alzheimer's, anxiety, arthritis, chemotherapy side effects, Crohn's Disease, chronic pain, fibromyalgia, HIV-related peripheral neuropathy, Huntington's Disease, incontinence, insomnia, multiple sclerosis, pruritus, sleep apnea, and Tourette Syndrome, among others. THC has even been shown to reduce cancerous tumors!

## THCA

**Full name:** TetraHydroCannabinolic acid

**Benefits:** anti-inflammatory, antiemetic, anti-prostate cancer, anti-vomiting and neuroprotective

**Factoids:** Turns into psychoactive THC (through decarboxylation) when heated to 240 degrees

**Psychoactive:** NO (because it is not decarboxylated)

**What it may treat:** chronic immune system disorders, arthritis, endometriosis, menstrual cramps.

## THCV

**Full name:** TetraHydroCannabivarin

**Benefits:** appetite suppression, reduced blood sugar and bone growth stimulation

**Factoids:** It intensifies the euphoric high of THC, energizing,

**Psychoactive:** YES

**What it may treat:** Diabetes, panic attacks, alzheimers, stimulates bone growth



# TERPENES (“TERPS”)

## Basics of Terpenes

Effect the smell of cannabis

- Effect the flavor of cannabis
- Influence the effect of cannabis
- 140 Terpenes found in cannabis
- Each strain has a different “terpene profile” – combination of terpenes contained in the flower

## Effect on Receptors & Neurotransmitters

- Act as serotonin uptake inhibitors (similar to antidepressants like Prozac)
- Enhance norepinephrine activity (similar to tricyclic antidepressants like Elavil)
- Increase dopamine activity augment GABA (the “downer” neurotransmitter that counters glutamate, the “upper”)

## Common Terpenes

Some terpenes have been found to have medicinal benefits. That means, there are non-psychoactive compounds that can be used to safely treat an array of medical conditions. There are a ton of different terpenes in cannabis, but here are 11 profiles you should know about.

1. Limonene
2. Myrcene
3. Linalool
4. Alpha Bisobolol
5. Delta 3 Carene
6. Borneol
7. Alpha-Pinene / Beta-Pinene
8. Eucalyptol
9. Terpineol
10. Caryophyllene
11. Cineole

# TERPENES (“TERPS”)

## 1. Limonene

**Flavor / Aroma:** Citrus.

**Medicinal Uses:** promote weight loss, prevent and treat cancer, and treat bronchitis. It can also be used to make ointments and medicinal creams that penetrate the skin better

## 2. Myrcene

make ointments and medicinal creams that penetrate the skin better.

**Flavor / Aroma:** Earthy and musky with a hint of fruity flavors. **Medicinal Uses:**

Myrcene has been shown to be an effective anti inflammatory. It also works as a sedative

and muscle relaxer. This could possible contribute to the tired/stoned feeling often attributed to indicas.

## 3. Linalool

**Flavor / Aroma:** Floral with a hint of spice.

**Medicinal Uses:** Can be used as an anti inflammatory. It also helps to modulate motor movements. Another

**Note:** In addition to cannabis, linalool can be found in an array of flowers, mint, cinnamon, and even some fungi.

## 4. Alpha Bisabolol

**Flavor / Aroma:** Floral.

**Medicinal Uses:** Can be used to heal wounds, fights bacteria, and can be used a deodorizer. Research suggests alpha bisabolol has been effective in treating a variety of inflammations.

**Note:** also found in chamomile.

## 5. Delta 3 Carene

**Flavor / Aroma:** Piney / earthy.

**Medicinal Uses:** Anti inflammatory. It is also known to dry fluids like tears, running noses, and menstrual flows.

## 6. Borneol

**Flavor / Aroma:** Earthy and camphor.

**Medicinal Uses:** analgesic, anti-insomnia, anti-septic, and bronchodilator.



# TERPENES (“TERPS”)

## 7. Alpha-Pinene / Beta-Pinene

**Flavor / Aroma:** Pine.

**Medicinal Uses:** Pinene has been shown to have anti inflammatory properties.

**Note:** This is partially where pine trees get their scent from.

## 8. Eucalyptol

**Flavor / Aroma:** Spicy.

**Medicinal Uses:** Eucalyptol is used in a variety of products including cough suppressants, mouthwash, and

body powder. **Note:** Eucalyptol is used as a cooking spice and fragrance.

## 9. Terpineol

**Flavor / Aroma:** Pine, clove.

**Medicinal Uses:** Studies suggest cannabis-extracted terpineol contains antioxidant properties.

## 10. Caryophyllene

**Flavor / Aroma:** Hoppy. (*Cannabis and hops used to make beer are basically cousins*).

**Medicinal Uses:** Studies suggest that caryophyllene may help treat anxiety and depression.

## 11. Cineole

**Flavor / Aroma:** Herbal.

**Medicinal Uses:** Anti-inflammatory, antibiotic, antiviral, anti-nociceptive.

## N O T E

Having a solid understanding of the 11 main terpenes will greatly increase your ability to successfully guide people toward the effect that they are looking for, beyond focusing simply on THC percentage.

Because terpenes influence the effects of cannabis, knowing the properties of the

The effect of any given strain is the result of the terpenes and the cannabinoids (like THC and CBD) working together. This is called the “entourage effect.”

# MEASUREMENTS

**Cannabis products are sold in terms of grams and milligrams.**

## FLOWER

Measured by weight in grams (g)

Gram = 1g

Eighth = 3.5g

Quarter = 7g

Half ounce = 14g

Full ounce ("Full O" or "Z") = 28g

One Pound = 16oz (448g)

## CONCENTRATES

Measured by weight

.5g 1g

The value is in the mg of THC per gram of concentrate or mg of THC per 1/2 gram of concentrate

# COMMON PRODUCTS

- Capsules
- Concentrates
- Edibles
- Flower
- Tinctures
- Topicals
- Suppositories



# TIPS FOR EDIBLES

Edibles can be a tricky product for anyone who has not tried them before. Here are some tips you can give to your customers so they have a safe and hopefully pleasant experience with edibles.

- Start with a low mg dose
- Tolerance differs, so just because a friend can handle a certain serving amount doesn't mean you will be able to.
- Edibles are not created equally - Base consumption amount on mg concentration, not product type. 1/4 of a brownie with 100mg is much different than 1/4 of a brownie with 400 mg. Make sure to pay attention to the listed total mg content and the listed serving size.
- Effects can take between 30 minutes and 2 hours to set in.
- Don't eat too much (You'll be super high. Possibly in a really unpleasant way.)
- Read the package for serving size information. Often one edible is actually meant to be consumed in multiple servings.
- Effects are more intense on an empty stomach. Eat first when beginning. If you eat afterwards, the food won't soak up the THC, it may actually intensify the high.

# LOVE BUDS

Actions that make you a lovable bud(tender)

**L**isten to your customer when they tell you what they are looking for

**O**pen up about your own experiences so customers can relate to you as a person

**V**erify the needs of customer. After listening to what your customer is looking for, repeat it back to them to verify that you correctly understood them and to show them that you were listening.

**E**njoy your time with each customer. Take time with them, learn, share and make the experience enjoyable for the both of you. Smile.

**B**efriend your customers for the time that they are with you. You do not have to actually become best friends, but for the time they share with you they should feel like you are looking out for them as much as you would a good friend. Introduce yourself to each customer and use their name when departing to indicate that a rapport has been established.

**U**plift people and products. Speak about your customer positively, speak about the company positively and rather than putting one product down in order to make another product look better simply uplift the product that you are directing your customer towards citing product qualities that you appreciate and characteristics of the product that would meet the customer's needs.

**D**are to stare. Ok, don't actually stare, but make sure to make some eye contact. Make eye contact upon the initiation of the interaction, at the completion of the interaction and at some points in between as well. Do your best to make eye contact when the customer is speaking to you and when you are making a point that you really want to get across.

**S**pend time with each customer. Actions speak louder than words. Time spent together is one of the best ways to make customers feel welcome and cared for.



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