

Employee Training Manual



Section 1: Introduction	3
Consulting and selling medicine	4
Consultation form	5
Section 2: Laws, Rights, and Treaties	7
Section 3: Risks and Risk Management	7
Section 4: Our Products	8
Extracts	8
Oils	9
Edibles	9
Hardware	10
Section 5: Definitions	10
Indica vs Sativa	10
CBD vs THC	11
Section 6: Method of intake	14
Sections 7: Customer Service Basics	15
Part 1: Introductions	15
Part 2: Professional Qualities in Customer Service Professionals	16
Part 3: Customer Interactions	17
Part 4: Our customer Service Positions	17

Section 1: Introduction

- *Who are we?*
- *What are our goals?*
- *What needs in the community are we serving?*

Our creed: We will make cannabis and other natural medicine accessible to all who need it in a safe, caring, professional environment. We firmly believe in the profound physical, spiritual, and cultural benefits of cannabis-based medicine.

Our mission: To offer a holistic health experience focused on natural, plant-based healing as well as education on the traditional spiritual, cultural, and medicinal benefits of this miracle plant.

- We are proud members of the National and Ontario Indigenous Medical Cannabis Associations.

We operate atop the foundation of the Seven Grandfather teachings:

- **Respect:** We respect everyone in our community. Every person who steps through our door is worthy of our respect and honour. We respect life and nature through our dedication to providing natural, plant-based, herbal remedies.
- **Humility:** Understand that we are but one in a community of many. It is our goal to utilize the gifts of everyone so that we may all prosper together. No one of us is more important than any other. Our customers and everyone we work with are our equals.
- **Honesty:** Truth is the basis of all positive interaction. We must strive to be honest in all our encounters.
- **Bravery:** Together we are making a stand for native rights. This is an act that may be seen as defiance, but it is truly an expression of solidarity in autonomy.

- **Wisdom:** We do not know everything. We have something to learn from everyone we encounter. Learn from each other; learn from our customers.
- **Truth:** We will strive to give accurate and truthful information in all encounters. If we do not know the truth, we must be honest and forthright. Accepting the limitations of our knowledge is the first step toward truth.
- **Love:** Live through love. Love is the energy that binds all life. It flows through every interaction. We must act out of love always.

Consultations and Selling Medicine

We are in the business of delivering natural medicine to our clients. We do not sell “pot” or “weed”.

We advise our clients on proper dosage. We do not recommend “tokes” or “hits”.

ABSOLUTELY NO SALES TO ANYONE UNDER THE AGE OF 19. Anyone who appears to be under the age of 25 MUST be asked for proof of age. We will NOT permit any sales to minors. Spot checks and mystery shops will be performed, and staff who are caught selling to underage individuals will be subject to immediate termination.

All clients must register with us prior to purchase. At the consultation counter, they will be asked to fill out a client registration form.

Refer to page 5 for registration form.



Name:

Age:

Sex:

Do you currently have a medical cannabis prescription?

Yes No

Have you used cannabis before?

Yes No

If yes, what forms have you used?

Smoking flowers (joint, bong, pipe) Edibles (brownies, cookies, candy) Topical (salve, tincture, cream)
Smoking oils or resins (hash, oil) Additive (CBD/THC oil drops) Other
Smoking concentrates (rosin, dab) Beverage (infused tea, juice, etc)

How often do you typically use cannabis?

Annually (once or twice per year) Weekly (once or twice per week) More than twice per day
Monthly (once or twice per month) Daily (or twice per day) Never have before

Why do you use cannabis?

How does it make you feel?

What is your preferred product and means of intake (if applicable)?

Please initial if you are comfortable giving future feedback on your cannabis purchases _____

- Customers who refuse to register with us will unfortunately be unable to purchase any product. The registration process will be kept confidential, and it is for internal use only.
- Clients will be asked to give us feedback regarding their purchases. This is optional. The purpose of sharing this information with us is to help us build a database of ailments and remedies so that we may more accurately recommend particular products to people suffering from similar maladies.
 - We wish to encourage as many clients as possible to give us feedback on their purchases. The more information we can gather about our products and the needs of the community, the better we will be able to serve those needs.
 - All staff are required to abide by our privacy policy and do not divulge any information regarding our clients, their purchases, or any medical conditions. This is of UTMOST importance for us to be a trusted partner in health and healing.
- Clients will be given a membership card upon registration. This card must be presented prior to any purchase.

Section 2: Laws, Rights, and Treaties

“Indigenous peoples have the right to their traditional medicines and to maintain their health practices, including the conservation of their vital medicinal plants, animals and minerals. Indigenous individuals also have the right to access, without any discrimination, to all social and health services.”

-United Nations Declaration on the rights of Indigenous Peoples - Article 24:1

“Indigenous peoples have the right to maintain and develop their political, economic and social systems or institutions, to be secure in the enjoyment of their own means of subsistence and development, and to engage freely in all their traditional and other economic activities.”

-United Nations Declaration on the rights of Indigenous Peoples
Article 20:1

Given the United Nations Declaration on the Rights of Indigenous Peoples, to which Canada is a signatory, giving full endorsement in May of 2016, we are confident that we are well within the international legal framework to sell traditional medicine even if it presently falls in contradiction of the laws of Canada.

Refer to: PowerPoint presentation for Chief and Council

Section 3: Risks and Risk Management

What are we doing to minimize legal risks for ourselves and our clients?

- We recommend to ALL clients that they gain their cannabis card
 - This provides legal protection if caught transporting or using cannabis or cannabis products
 - Also, it is advisable to speak to a medical professional when seeking medication for serious or chronic ailments

- “All cannabis use is medicinal” – Dennis Peron, author of California's Medical Marijuana law
 - Cannabis is a medicine, but it is an unusual medicine in that most medicines have a very narrow range of effects. Cannabis has a very wide range of effects, and perhaps this is why it has been so difficult for the medical establishment to classify. It defies the modern view that medicines must be single-ailment targeted treatments.
- We **DO NOT** permit smoking of any kind on our premises
 - While we understand the rights of our clients to medicate when and where they choose, there are potential legal ramifications if a client smokes cannabis and drives. For this reason, and to separate ourselves from the “stoner hangout” look of many dispensaries, we do not allow ANY smoking on our property.
- We have the full backing of the NIMCA and OIMCA, so we are confident in our legal position and we strive to adhere to standards that are even stricter than those imposed by Health Canada
- We will not serve intoxicated or belligerent clients. If any staff at any time feels threatened or uncomfortable dealing with a customer, ask for help from your fellow staff. If the situation requires further intervention, contact a supervisor and/or security as appropriate. We will not tolerate any offensive behaviour on our premises.
 - Clients who appear to be intoxicated on any substance may pose a danger to themselves or others. We will not allow them access to a potentially psychoactive substance in this state. If you are uncomfortable refusing service to a customer, or if you are unsure whether they should be served, contact a supervisor.

- Customers are not to touch any product until the sales transaction is complete. This will help prevent theft as well as ensuring that no accounting errors occur with double-sales or incorrect quantities.
 - We will have containers that will allow customers to view and smell the flowers before purchase.

Section 4: Our Products

Extracts

Extracts are the plant matter that has been subjected to a process of either chemical solvency or heat and pressure to separate the active compounds from the plant fibres. This results in a highly concentrated, very potent product.

Shatter: Shatter is extracted plant resin containing all the psychoactive compounds. The resin is extracted using a solvent that is then boiled off, leaving the potent extract behind.

Rosin: Rosin is also an extract, but it uses heat and pressure rather than solvents to extract the resin from the plant matter. The lack of solvents used in the rosin extraction process make it appealing to those who do not wish any adulterants to be mixed with their cannabis.

Oils

Oils are highly potent extracts of cannabis compounds. When ingested, they produce a slow-acting but long lasting effect. As with all edibles, patients must be careful dosing as the effects are not felt immediately. Time should be taken between doses to ensure the desired effect is reached and not exceeded.

THC Oil: THC oil is extracted from the plant matter and purified so that only the THC remains. This is ideal for those seeking pain relief or mood elevation. THC is psychoactive, so patients should be aware that it will have cerebral effects in addition to any relief of other symptoms.

CBD Oil: Much the same as our THC oil, CBD oil is extracted and purified so that only the CBD remains. This is ideal for those who seek relief from ailments such as anxiety or inflammation but do not wish to have any cerebral or psychoactive effects. It is excellent for daytime use.

1:1 Oil: This oil has a one to one ratio (equal parts) THC to CBD. It is excellent for those who require the effects of both CBD and THC but wish to remain as clear headed as possible.

Edible Additives

Syrups: For those seeking edible medicine, we offer a variety of flavoured syrups that can be added to beverages or dishes to produce the desired effect in a taste-appealing way.

Tinctures: Tinctures are plant extracts mixed with alcohol for fast absorption in the mouth or through the skin. These can have a fast effect (second only to inhalation) that will last for a significant amount of time.

Hardware

Vaporizer Pens: These custom made pens contain either THC or CBD and can be readily used to medicate. Dosages are easy to measure, and they are very easy and convenient to use. While they are not user-refillable, we recommend that patients return them to us when empty so that they can be properly recycled.

Closed Loop Extractor: This is a system for producing cannabis oil. This system allows for the complete removal and reuse of solvents within the system for better efficiency and near zero environmental impact. They are also cost-saving as solvents do not need to be replaced after each use.

Section 5: Definitions

What is the difference between Indica and Sativa?

Sativa	Indica
<p>Physical</p> <ul style="list-style-type: none"> - True sativa plant are tall and have smaller plants - Stocks are wiry with leaves that are long and thin - Generally grow 8 to 12 ft high - Lighter fruitier aroma - Flowering takes 12 to 14 weeks - Warmer climates they can have a reddish hue, cooler climates more of a purple 	<p>Physical</p> <ul style="list-style-type: none"> - Quite dense foliage - Indica plants are shorter and bushier plants - The leaves are shorter and wider - Naturally high levels of THC - Grow 3 to 6 ft tall - Flowering takes 8 to 9 weeks - Known to have a deep purple colour to their stock
<p>Effects</p> <ul style="list-style-type: none"> - Strong cerebral effect - Head high - Alertness - Uplifting and euphoric - Promotes creativity - Increased energy - Best for day time use 	<p>Effects</p> <ul style="list-style-type: none"> - Body high - Relaxation - Appetite stimulate - Sleep aid - Chronic pain reliever - Best used at night - Best resin producer
<p>Regions found</p> <ul style="list-style-type: none"> - Native to equatorial regions where the climate is warm. Areas such as Mexico, Central America, and Southeast Asia - Prefer to grow in warm outdoor climates 	<p>Regions found</p> <ul style="list-style-type: none"> - Able to withstand much harsher conditions (cooler and turbulent) - Mountainous regions - Ideal for growing indoors due to shorter, bushier growth
<p>Our purest Sativa strain</p> <ul style="list-style-type: none"> - Train wreck (90% sativa) 	<p>Our purest Indica strain</p> <ul style="list-style-type: none"> - Pink Bubba (95%)

Indica



Morphology: Short and bushy; suitable for indoor gardens

Geographical Origins: Areas between 30 to 50 degrees latitude.

Effects: Tend to be sedating and relaxing with full-body effects

Symptom Relief: Anxiety, insomnia, pain, muscle spasms

Sativa



Morphology: Tall and thin; suitable for outdoor gardens

Geographical Origins: Areas between 0 and 30 degrees latitude

Effects: Tend to be uplifting and creative with cerebrally-focused effects

Symptom Relief: Depression, ADD, fatigue, mood disorders

What is the cannabinoid system?

The cannabinoid systems refers to the interaction of cannabinoids in the body with certain receptors in the brain and body.

These cannabinoid receptors are called CB1 and CB2.

These receptors are found throughout the body and when activated by either the endogenous cannabinoid system or by cannabinoids taken into the body, they have an effect.

CB1 Receptors

Responsible for the psychoactive effects of THC.

Concentrated within the brain and nervous system.

CB1 receptors are generally activated by anandamide “aka the bliss molecule” which is a fatty acid neurotransmitter that is produced in the brain.

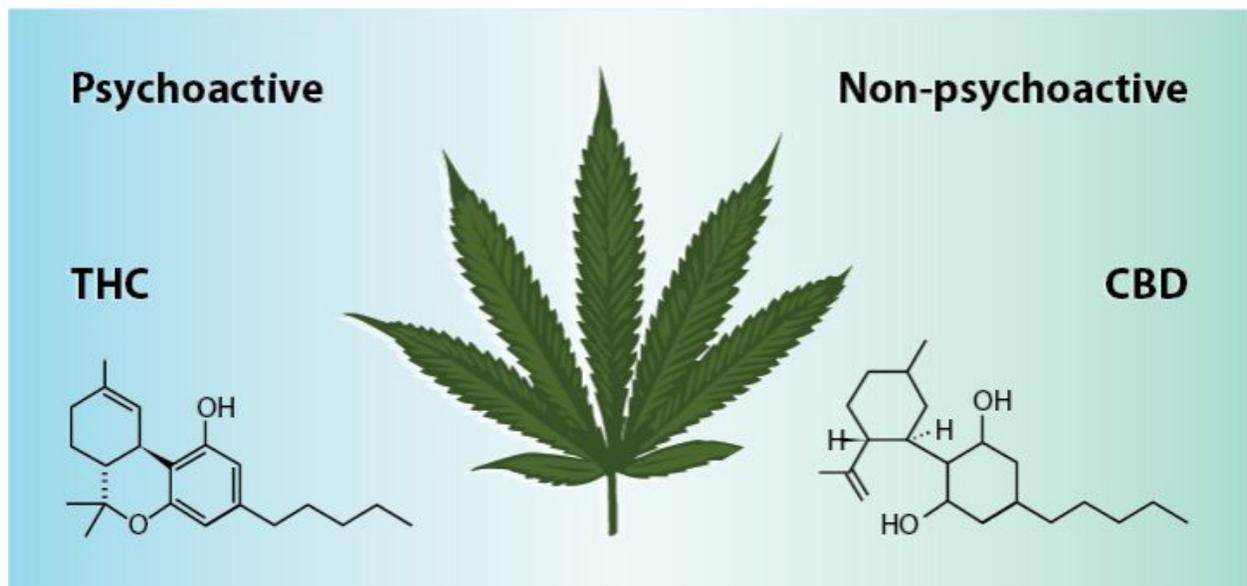
Play a role in memory, mood, sleep, appetite, and pain.

CB2 Receptors

Responsible for the anti-inflammatory effect of cannabis.

Found within immune cells, which may explain some of cannabis' effectiveness in fighting infection as well as its anti-viral properties.

What is the difference between CBD and THC?



When talking about THC and CBD we are often talking about the psychoactivity of cannabis.

The interaction of THC and CBD with CB1 receptors are what cause the different effects of cannabis. (Refer to Figure:1 The binding of THC and CBD with the CB1 receptor).

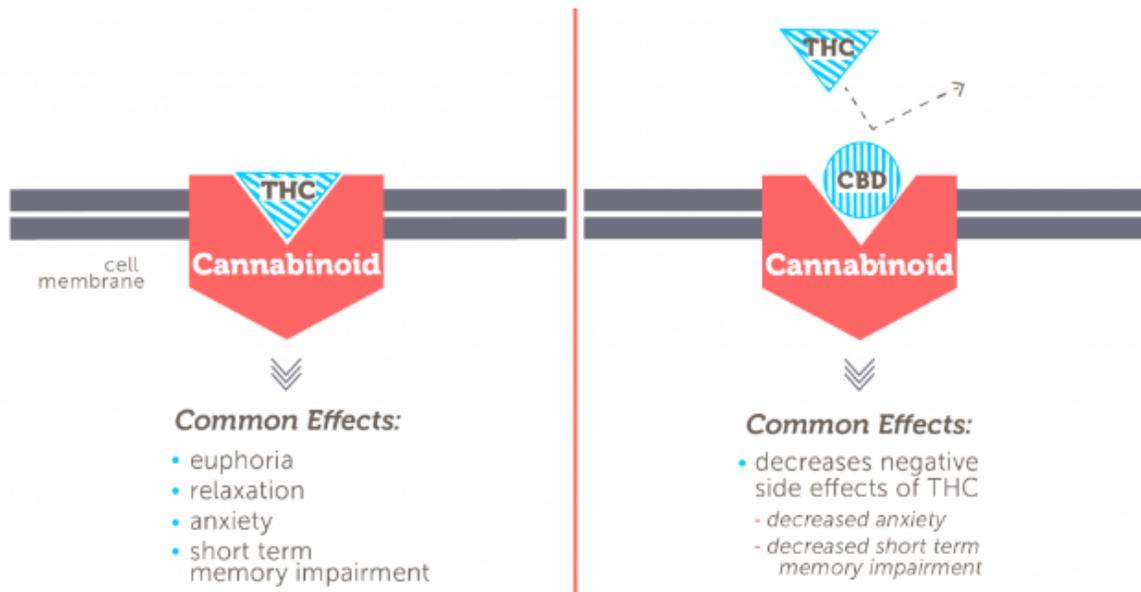
With THC being a CB1 agonist, it stimulates the receptor and thus activating it and it having an effect on our bodies.

THC is a molecule that closely resembles anandamide and therefore activates the same receptor.

With THC being able to bind with this receptor, it produces some of the same effects as anandamide.

CBD on the other hand binds to the CB1 receptor but neither activates nor supresses it. This can block the action of THC and counteract its effects

Figure 1: The binding of THC and CBD with the CB1 receptor



CBD	THC
Cannabidiol	Tetrahydrocannabinol
Decreases the effects of THC	Primary psychoactive ingredient
Low bind affinity with CB1	Binds well with CB1
<p>Effects on the body</p> <ul style="list-style-type: none"> -Medicine that contains only CBD will have no psychoactive effect on the brain - Known to be antiemetic, anticonvulsant, antipsychotic, anti-inflammatory, antioxidant, anti- cancer, antidepressant 	<p>Effects on the body</p> <ul style="list-style-type: none"> - Notably powerful pain reliever, reduced nausea - Some may produce euphoria and stimulate creativity - Medicine with high levels of THC may induce paranoia and anxiety - Low doses lower levels of anxiety - High THC level can lead to a dry mouth - Dry red eyes - Increase appetite <ul style="list-style-type: none"> - Sleepiness (Refer to strains) - Impaired short term memory

Sections 6: Methods of intake

Inhalation: Inhaling cannabis through burning or heating. THC and other chemicals enter the body through the lungs and make their way to the bloodstream, to the brain and then the rest of the body.

Hardware: Hand pipes, water pipes, rolling papers, and vaporization

Effects:

- Takes effect within seconds
- Lasts for 1 – 3 hours

Ingestion: Taking in medicine through eating. THC is metabolized through the liver.

Hardware: Tinctures, oils, and edibles

Effects:

- Takes effect within 30 - 90 minutes
- Lasts for 3 – 7 hours
- Stronger effect on the body

Topical: Cannabis infused ointments that are applied directly to the skin and absorbed through the skin.

Hardware: Creams and salves

Effects:

- Localized relief of pain, soreness, and inflammation
- Non psychoactive

Section 7: Customer Service Basics

Part 1: Introduction

What does customer service mean to you?

What is a customer?

What is good customer service to you?

Provide an example of exceptional customer service you've received?

A **customer** is any person that walks through our door, whether they have made a purchase or not.

Customer service is assistance and advice that we provide to the people who buy or use our products and services. It is a team effort and the responsibility of each and every employee.

Good customer service leads to customer satisfaction, and satisfied customers are more likely to return. Happy customers are loyal and profitable.

Part 2: Professional Qualities in Customer Service Professionals

Customer Service = Accountability + Delivery

We are people who constantly deal with customers (inside and outside the store itself) and we need to strive for certain qualities to help answer customer needs.

These are the fundamentals in achieving customer satisfaction:

- **Friendliness** – Having a friendly, outgoing, and welcoming attitude is key to great customer service. This includes being courteous and being polite. It will be the first type of interactions customers have when coming into the store.
- **Empathy, patience, and consistency** – The customer needs to know that the service provider appreciates their wants and circumstances. Some customers want to feel they receive adequate attention and reasonable answers. All customers are different, some will be irritated, others will be chatty, some will be curious and you must be able to handle them all.
- **Knowledge** – Customers want to know about products and services but in a pertinent and time-sensitive manner. You must be knowledgeable about all the products we carry as well as how they pertain to different customers' needs. Customers rely on your knowledge so you must have great attention detail and stay informed. If you do not know the answer ask another employee, do not make up an answer.
- **Communication** – Use appropriate language, stay positive and never end a conversation with confirming the customer is satisfied. Ensure the customer understands everything you have explained. It is just as important to be an active listener.

- Work ethic – If you see a customer who has a problem actively approach them as see they need assistance. Be proactive. Manage your time; if you are with one customer and someone else is waiting, acknowledge that person.

Part 3: Customer interactions

Our goal at Medicine Wheel is to be warm, friendly, and engaging to everyone who comes through our doors.

We must greet them and make them feel acknowledged and welcome.

To this end, a happy staff makes for happy customers, so if at any time you have a concern or complaint, please feel free to bring it up and we will try to address it as quickly and satisfactorily as possible.

How to deal with an upset customer:

1. Stay calm
2. Listen
3. Sympathize
4. Apologize
5. Find a solution

If you are unable to solve the problem, ask the supervisor or manager on duty to assist you

Part 4: Our customer Service positions

Customer Service

We have four main customer service roles at Medicine Wheel (perhaps more to be defined later):

- **Greeting:** We will have a greeter and security person who will greet each customer as they enter. This will both let the customer know that we are aware they are in the store and we are here to help them, and it will also let the customer know that our security is aware of their presence in the store.

- **Consultation:** Each new customer must first become a client. They will do this at the consultation desk. Here we will ask a variety of questions regarding their medical needs, history, and health outcome goals. Existing clients may also come to the consultation desk if they wish to ask specific medical questions, make changes to their file, or give feedback on products they have used.
 - Privacy and confidentiality must be maintained at every step during the consultation process and in any interaction with our customers. Many people feel sensitive giving out health information and about the medicines they use, so we must be respectful of this.

 - Customers who wish to participate may give us feedback on products they have used and their feelings and thoughts regarding them as well as the product's effectiveness at treating their particular ailments and needs.

 - Customers who do not wish to become clients will, unfortunately, be prohibited from purchasing any products. All customers must first register as a client.

 - All files and records will be held in strict confidentiality in accordance with our privacy policy.

- **Budtender:** Although it is our aim that all of our staff will come to be certified as budtenders, the budtender has a specific role in our customer interactions. Once they have registered as a client and been consulted on what products we have that may suit their needs, the customer will see one of our budtenders. Our budtenders will have extensive product knowledge and will assist customers in finding the medicine and means of delivery that is right for them.

- After consultation, the budtender will take the client file and assist them to find the best product for their needs.

- Budtenders will present products for customer inspection as necessary, but they are not to allow customers to touch any product prior to purchase. All raw flower and concentrates must be handled in such a way as to avoid contamination.

- We will have display equipment to allow customers to view and smell flower without directly contacting the products for sale

- **Cash:** Once the client has chosen their desired product(s), the final step in our transaction is conducted at the cash desk. The budtender will hand the selected products to the cashier who will then ring in the purchase and accept payment.

- Cashiers will login to our Point of Sale (POS) system and they will be the only person authorized to use that till for the duration of their shift. In the event of a busy period during a cashier's break, a supervisor may login on the cashier's till, but to the greatest extent possible, we will try to avoid this.

- Prior to beginning their shifts, cashiers will count their floats and sign off to ensure that they are in agreement with the amount of money present in their till at the start of the day so that there are no discrepancies.

- As needed or directed by the POS system, cashiers may be required to “drop” cash from the till to avoid overfilling. This should be done quickly and discretely. Once the excess cash has been pulled from the till, it will be secured in a zipper bag and taken to the safe room to be reconciled at end-of-day with the rest of the till count.
- Should there be a discrepancy between the POS system's count and the cash counted at the end of the night, the cashier (and any others who have logged in to that till) will be asked to account for the discrepancy.
- Upon completion of the transaction, cashiers should ensure the customer is satisfied with their service and transaction. We want every transaction to be a happy one for our clients.

We are here to serve the needs of our clients. They come first, and it is our duty to make sure that every customer leaves with a desire to return. We want them to be comfortable at Medicine Wheel, and if there is anything we can do to make their time with us more enjoyable, they are encouraged to make suggestions or ask for assistance.

We should be proactive in serving our customers' needs. They have come into our store seeking relief from a medical condition, a state of mind, or just to see what we are all about. We want this experience to be a positive one so that they will come back and so they will tell their friends about us!

Thank you for choosing to join our team! Let's make a difference in people's lives and provide them with the best service we can!