

ISSUE
#1

KNOW
EDUCATE
SELL
SUCCEED

THE **BUDTENDER** PLAYBOOK

Selling Odourless Cannabis


ODOURLESS
CANNABIS

*No Scents..
Makes Sense!*

**FROM
GREETING
TO CLOSE**

**HANDLE
OBJECTIONS**

**SELL WITH
CONFIDENCE**



**GREAT
CANNABIS
CONVERSATIONS
START HERE.**

Budtender Training: Selling Odourless Cannabis

Example customer conversation from greeting to close.

ODOURLESS
CANNABIS

1. Start with curiosity

Hey! Have you tried Odourless OG yet?

No—what's that?

2. Explain the benefit

It's an odourless cannabis pre-roll. It doesn't stink like typical cannabis and the smell doesn't linger on your clothes the same way.

So it's a more discreet option?

3. Match the need

Exactly. It's great for customers who want a more discreet cannabis experience around roommates, neighbours, or after going out.

That actually sounds perfect for me.

4. Handle the objection

Does it still feel like a real cannabis pre-roll?

Yes. You still get the cannabis experience—just without the usual strong odour following you around.

5. Present the product

This one is **Odourless OG** in a 5 x 0.5 g pre-roll pack. It's convenient, easy to try, and a great intro to odourless cannabis.

What do people like most about it?

6. Ask for the sale

Most people love the discretion. If you want something convenient and low-odour, this is a great one to try today.

You know what—I'll take a pack.

Great choice.

Sales Takeaway

- 1 Lead with curiosity
- 2 Focus on discretion and convenience
- 3 Close by recommending a first trial pack



*No Scents..
Makes Sense!*



ONTARIO GROWN



DISCREET OPTION



INDIVIDUALLY SEALED FOR FRESHNESS

Budtender Training: Why Odourless OG Sells

Use product facts, proof points, and retail support to turn interest into repeat sales.



A differentiated product. Proven sell-through. Retail support that helps bring customers through your door.



**PROVEN
SELL-THROUGH**

2 + Cases/Month



**CUSTOMERS
SENT TO YOU**

Product Locator



**RETAIL SUPPORT
THAT WORKS**

Sales Accelerator Kit

ODOURLESS OG PRE-ROLLS

Why customers choose it

- ✓ 27-33% THC
- ✓ Hybrid – Full-Spectrum
- ✓ No Additives
- ✓ Virtually No Odour
- ✓ Odourless Genetics



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Makes Sense!*



HOW TO USE THE RETAIL ACCELERATOR KIT

The program is deliberately simple.

1 DISPLAY

The brochures and tent signs



2 HAND OUT

The brochure with any sale



3 ASK:

"Have you tried Odourless OG?"



➤ **IT'S THAT SIMPLE** ⇐



OCS SKU:
104427

**5 x 0.5 g
PRE-ROLLS**

FREQUENTLY ASKED QUESTIONS

Straight answers. Everything you need to know about Odourless Cannabis.

ODOURLESS
CANNABIS

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WHAT IS ODOURLESS CANNABIS?

Odourless Cannabis is the result of years of careful breeding and natural cultivation. It's crafted to minimize the smell of cannabis while preserving full potency, flavour and a smooth experience.



DOES IT REALLY HAVE NO ODOUR?

Odourless Cannabis is virtually scent-free when smoked. The smell doesn't linger in the air, stick to your clothes or permeate your surroundings, so you can enjoy it more discreetly.



WHAT STRAIN IS IT?

Our current offering is **Odourless OG**, a hybrid featuring your favourite OG genetics. We continue to engineer many popular strains in the Odourless Cannabis line-up.



HOW STRONG IS IT?

Odourless OG pre-rolls test between **27–33% THC** (270–330 mg/g) with **0–1% CBD** (0–10 mg/g), providing a very strong, full-spectrum experience.



IS IT INDICA, SATIVA OR HYBRID?

Odourless OG is a hybrid, offering a balanced experience that many consumers enjoy.



ARE THERE ANY ADDITIVES OR CHEMICALS?

No. Odourless Cannabis is naturally processed with no chemicals or additives. It's the same cannabis you know and love — just without the telltale odour.



DOES IT TASTE DIFFERENT?

You'll still enjoy a rich flavour and preserved terpenoid profile. Many consumers also find it smoother, with reduced harshness and a lower tendency to cough.



WHO IS IT FOR?

Odourless Cannabis is perfect for anyone who wants a more discreet cannabis experience — whether you live in an apartment, share a space with family or roommates, work with others, travel, or simply want more choice and flexibility in where and when you enjoy cannabis.



CAN I USE IT INDOORS?

Yes. Its virtually scent-free profile makes it a great option for indoor use and shared living spaces, helping you be considerate of those around you.



WHERE CAN I BUY IT?

Odourless OG pre-rolls are available through the Ontario Cannabis Store (OCS) and select licensed retailers. Check our website for the latest in-stock locations and retail map.



STILL HAVE QUESTIONS?

Our team is here to help. Reach out through our website or contact your CannaBCo representative for more information.



*Have you tried
Odourless
Cannabis?*



*Same great cannabis.
A more discreet way
to enjoy it.*