

Increase CBD Sales in Your Pharmacy

As a pharmacist, your patients look to you for guidance and to offer vetted products that have been deemed safe and consistent. You did your due diligence and researched the highest quality CBD products you could find. You've brought the products into your pharmacy, but they aren't selling as well as you'd hoped. You feel strongly about it, and aren't ready to give up but can't seem to make them fly off the shelf like you'd hoped. What now?

It comes down to simple marketing. Following these three steps will give you the sales increase you've been looking for. Setting goals, conversing with your patients, and optimizing display and print marketing are the keys to success.

1. Set a goal

- How much do you want to increase profits this month? This year? How will your patients' experience improve? Do you have specific goals like helping opioid users move to other alternatives?
- Compare the average profit for different types of prescriptions vs. CBD products. Breaking this down helps understand the income potential left on the table, and how much you can increase your profit.
- Do you have any patients in mind that could benefit from CBD? Are they reaching their health goals with their current prescription or over-the-counter products?

2. Talk to your Customers

- Match the prescription to the needs of the patient and how CBD will be helpful to them. For example, a prescription for arthritis is an opportunity to talk about the anti-inflammatory properties of CBD.
- Choose at least one staff person to be the CBD expert. Contact your ECS Account Manager to set up a 1-on-1 training for them.

- Set goals for the expert. How many conversations should they be having each day about CBD? Will you offer them any financial or other incentives to reach those goals? Eventually you may want to train and include other staff in the incentive program.
- Check in with your staff expert regularly. Set a time to meet specifically about CBD.

3. Optimize Store Marketing

- Where is your product display located? Is it visible to customers? Other locations can catch customers' attention like end cap displays, shelf-talkers, posters, and cross-merchandising.
- Contact your ECS Account manager for marketing materials or to take part in our bag stuffer promotion we run periodically.
- Consider social media marketing. Does your pharmacy have a Facebook or Instagram page? Contact your ECS Account Manager for product images or take your own photos. Not tech savvy? Use the skills of your staff members who are!

It takes some planning and follow through, but by setting sales goals, assessing the needs of your customers, having a specific CBD expert on staff and focusing on marketing, you can greatly increase your CBD sales. ECS staff and Account Managers are always available to provide free product training as well as marketing materials. Contact us if you need help along the way.