

SALES CULTIVATION

YOU FOCUS ON THE FLOWERS. WE FOCUS ON GROWTH.

Sales Cultivation combines outbound sales and social media to make your business flourish:

- Get your product into new dispensaries
- Sell more to existing dispensaries
- Improve your brand recognition
- Increase your social following

Sales Cultivation is perfect if you are experiencing any of these problems:

- Sales revenue is not where you would like it
- Not sure how to acquire new customers
- Current customers come and go
- No time for outbound calling
- No time to manage sales people
- Inconsistent social media presence

SEE RESULTS IN 90 DAYS

The cumulative impact of adding & retaining customers is significant.

Think about adding 4 new dispensaries this month, then 4 more next month, then 4 more the month after that, and so on.

After 3 months, you could have 12 new retail customers.

After 6 months, you could have 24 new retail customers.

Assuming monthly purchases of \$4,000 per customer, Sales Cultivation would create \$48,000 of new monthly revenue after 3 months, and \$96,000 in new monthly revenue after 6 months.

Did You Know?

It takes an average of **10 touches** to convince a buyer to try your products?

Our Process

Select Your Services

Alias Cann provides flexible sales and social media support to fit your needs. Full time, part time, territory based - its up to you.

We Learn Your Story

We dig into the farm, grow process, brand, strains, values to help us tell your story and differentiate your products.

Determine Optimal Targets

Our team will help you determine the best retail targets in your states based on your products and price points.

We Get Social

We will turn you social accounts into sales assets. You provide images and we handle everything else.

We Sell Your Products - for you, as you.

Our team will contact target dispensaries using your company name to build your brand recognition.

You Handle Your Business

You take care of samples, shipments, & payments.

Service Overview

Sales

Included:

- Dedicated inside sales team for your product
- Optimal calling hours to reach decision makers
- Immediate notification of opportunities
- Feedback from bud tenders and purchasing managers
- Monthly performance and sales pipeline metrics

What We Need From You:

- Updated menu & pricing (bi-weekly)
- On time delivery of samples & orders
- Participation in sales update calls

Retail Commission

10% - 12%

Have a different commission structure? Let's talk.

Social Media

Included:

- Unique posts consistent with your brand
- Post during high traffic times
- Build your social following
- Unique hashtag strategy for target audience
- Engagement with followers
- Get sales leads through direct messaging

What We Need From You:

- 60+ Images
- Logo variations
- Access to social accounts

\$450

15 posts / month
1-2 Channels

\$800

30 posts / month
1-4 Channels

No Contract Required



Frequently Asked Questions

Q: You don't live in my state, so how can you sell here?

A: Our sales team is made up of experienced, cannabis trained professionals who speak the language of cannabis & understand how to connect and convert buyers at retail dispensaries. We call *for you, as you* - meaning we use your company name & email in our communications. Our team puts in the time and effort required to build your customer list and sales revenue. Bottom line: decision makers do not care where we are physically located.

Q: Who will do the calling for me?

A: You will have a dedicated, in-house, cannabis trained sales representative as well as a back-up. This ensures that you will have consistent sales support. No need to worry about vacation or sick days.

Q: How do I know what is going on?

A: We provide full transparency of data on a routine basis so that you can see exactly which prospects were contacted, as well as the progression of customers in the sales pipeline.

Q: Are results guaranteed?

A: Our goal is to bring you as many new customers as possible. We can guarantee that we will do the work and follow our proven process. However, certain things are out of our control like product availability, quality, and price, and sample distribution. These factors can impact close rates and reorder probability.

Q: What if I already have a salesperson?

A: Great! We will integrate with your existing team and work together to build your business. One scenario that is very effective is when Alias Cann handles the initial prospecting and the local sales representative does in-person visits with qualified prospects.

Q: How do you handle vendor days?

A: There are a few ways we can help with Vendor Days. First, we can coordinate these events (or any other event) with the vendor - dates, table setup, promotional materials, etc. We can also help design table top displays, promotion items, and even be onsite to run vendor days for an additional cost. We typically would set up several events in a week to maximize travel time.

Q: What makes your social media package effective?

A: We have years of experience with creating memorable, unique content and imagery that coordinates with our sales strategy to resonate with your target audience. We also use a creative hashtag strategy to get your posts associated with retail dispensaries and local influencers.