

PLAN YOUR STRATEGY

1

- Define promotions (discounts, bundles, doorbusters)
- Set revenue goals and KPIs
- Identify top-selling products to feature
- Build your marketing calendar (email, SMS, in-store)

PREP INVENTORY & STAFF

2

- Forecast demand based on past performance
- Stock up on high-demand SKUs
- Secure vendor deliveries ahead of time
- Schedule staff for peak hours and assign roles

OPTIMIZE STORE OPERATIONS

3

- Map customer flow (entry → checkout)
- Eliminate bottlenecks and slow points
- Set up express checkout or fast lanes
- Pre-package bundles for faster transactions

STREAMLINE CHECKOUT & PAYMENTS

4

- Test all payment methods before 4/20
- Ensure backup payment options are available
- Train staff on high-volume checkout efficiency
- Reduce transaction time wherever possible

DAY-OF GAME PLAN

5

- Assign staff to clear roles and stations
- Monitor lines and adjust staffing in real time
- Restock inventory continuously
- Keep checkout fast and efficient

EXECUTE YOUR MARKETING

6

- Launch email & SMS campaigns
- Promote limited-time deals and best sellers
- Keep messaging consistent across channels
- Use countdowns and urgency to drive traffic

AFTER 4/20

7

- Review sales performance and top products
- Identify bottlenecks and missed opportunities
- Retarget and retain new customers



The dispensaries that win 4/20 aren't just busier — they're faster, more efficient, and more profitable.