



THE ULTIMATE 4/20

PLAYBOOK FOR DISPENSARIES

HOW TO DRIVE MORE SALES, SHORTEN LINES,
AND DELIVER A BETTER CUSTOMER EXPERIENCE

PREPARE. OPTIMIZE. SELL MORE.

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THE PROBLEM

4/20 Is Your Biggest Opportunity – and Your Biggest Risk

ON 4/20, DISPENSARIES OFTEN EXPERIENCE:

- 2–3x normal transaction volume
- Longer wait times and line abandonment risk
- Faster inventory depletion on top SKUs
- Increased cash volume and reconciliation pressure
- Higher compliance risk due to speed and volume

EVERY FRICTION POINT IN YOUR OPERATION GETS EXPOSED.

The dispensaries that win are not just offering the best deals—they are the ones that can serve customers faster and more efficiently.



THE REVENUE FRAMEWORK

The 4/20 Revenue Framework



TO MAXIMIZE PERFORMANCE ON 4/20, FOCUS ON THESE SEVEN AREAS:

- **DEMAND FORECASTING**
Plan for peak traffic and avoid missed revenue from underestimating demand.
- **INVENTORY STRATEGY**
Stock top-performing products and prepare substitutions to prevent lost sales.
- **STAFF READINESS**
Prepare your team to handle high-volume traffic efficiently and confidently.
- **CHECKOUT & PAYMENT OPTIMIZATION**
Reduce transaction time to increase throughput and keep lines moving.
- **COMPLIANCE & SECURITY**
Maintain accuracy and control even during peak volume.
- **PROMOTION EXECUTION**
Run clear, simple promotions that drive sales without slowing operations.
- **POST-EVENT OPTIMIZATION**
Use insights from 4/20 to improve future performance.

The dispensaries that win don't just drive traffic—they optimize every step of the customer journey.

DEMAND FORECASTING

Forecast Demand to Capture Every Sale



If you underestimate traffic, you lose revenue. If you overestimate without planning, you create chaos.

WHAT TO ANALYZE:

- Last year's 4/20 sales
- Peak traffic hours
- Average order value (AOV)
- Top-selling products
- Promotion performance

KEY INSIGHT:

Missed capacity = missed revenue.

INVENTORY STRATEGY

Stock What Sells (Not Just More Product)

STOCK UP ON TOP PRODUCTS TO MEET HEIGHTENED DEMAND.

4/20 is a major revenue opportunity, but only if you have sufficient stock of the right products. Strategize, prepare, and stay flexible to prevent product shortages and missed sales.

- **REVIEW PAST 4/20 SALES**
Which strains and product types were most popular last 4/20?
- **IDENTIFY TRENDING ITEMS**
Track best-sellers over the past months to pinpoint rising stars.
- **PREPARE SUBSTITUTIONS**
Have alternatives ready in case your best-sellers sell out.
- **COORDINATE WITH VENDORS**
Confirm shipments and negotiate with vendors to ensure you are fully stocked.

Aim for two to three times your typical inventory for expected best-sellers, based on past sales, current trends, and vendor agreements.

KEY QUESTIONS TO ANSWER:

Which strains, edibles, vapes, and other products sold out quickly last 4/20?
What have been our top sellers over the past three months?



STAFF READINESS

Prepare Your Team for High-Volume Selling



Your staff determines how many customers you can serve per hour.

TRAIN FOR:

- Fast, accurate ID verification
- Clear promotion communication
- Quick product recommendations
- Managing high-pressure situations

OPERATIONAL TIPS:

- Assign clear roles (greeter, budtender, runner, cashier)
- Schedule extra coverage during peak hours
- Run a pre-4/20 team walkthrough

IMPACT:

Better-trained staff = faster lines + more transactions.

CHECKOUT OPTIMIZATION

Optimize Checkout to Increase Throughput



Checkout is the biggest revenue bottleneck on 4/20.

COMMON ISSUES:

- Slow payment processing
- Cash handling delays
- Confusing promotions
- Register congestion

HOW TO IMPROVE:

- Create express lanes
- Pre-build popular carts or bundles
- Simplify discount logic
- Test POS systems ahead of time

KEY INSIGHT:

The faster you complete each transaction, the more revenue you generate per hour.

PAYMENTS

The Hidden Bottleneck: Payments

SLOW



Cash Payments

Can Slow Down Checkout Lines

FAST



Pay-by-Bank

Speed Up Transactions

Payments are one of the most overlooked drivers of 4/20 performance.

Heavy cash usage can slow checkout, increase reconciliation time, and create operational risk.

WHY THIS MATTERS:

- Cash transactions take longer
- Cash increases security exposure
- Cash slows line speed during peak hours

OPPORTUNITY:

- Move lines faster
- Increase transaction capacity
- Improve customer experience

BOTTOM LINE:

Every extra 10 seconds per transaction adds up to lost revenue.

PROMOTIONS + COMPLIANCE

Run Promotions That Drive Sales—Not Confusion



HIGH-PERFORMING PROMOTIONS ARE:

- Easy to understand
- Easy to apply
- Supported by inventory

AVOID:

- Complex discount structures
- Unclear eligibility rules
- Offers that slow checkout
- Shape
- Protect Compliance While Moving Fast

FOCUS ON:

- ID verification
- Purchase limits
- Cash handling procedures
- Discount compliance

RISK:

Mistakes during high-volume days can lead to fines and operational issues.

STORE FLOW + GAME PLAN

Design Your Store for Speed

HAVE A CLEAR 4/20 GAME PLAN

OPTIMIZE FLOW:

- Entry → Greeter → Queue → Checkout → Exit
- Separate quick buyers from browsers
- Guide customers before checkout

INCLUDE:

- Staff assignments
- Inventory check-ins
- POS contingency plans
- Escalation contacts

QUICK CHECKLIST

- POS tested
- Inventory stocked
- Staff trained
- Promotions ready



DON'T LEAVE 4/20 REVENUE ON THE TABLE



4/20 is not just about driving traffic—it is about how many customers you can successfully move through your store.

The dispensaries that win are the ones that reduce friction at every step—from entry to payment. Shape

WANT TO IMPROVE YOUR 4/20 PERFORMANCE?

If you are looking for ways to reduce payment friction, speed up checkout, and handle higher transaction volume more efficiently, now is the time to prepare.

Talk to our team to see how your dispensary can streamline payments before 4/20.