

THE 3-SHIFT CHALLENGE

Turn your strongest sales habits into team habits. Pair a top ATV performer with a developing budtender for three focused shifts—then measure what changed.

PAIR THEM UP

Choose one top ATV performer and one developing budtender.

Set the expectation: this is peer coaching, not evaluation. Stay curious, specific, and focused on the guest experience.

SHIFT 01

WATCH

The developing budtender observes the top performer's full guest interaction.

- ☐ Opening questions
- ☐ Product discovery
- ☐ Recommendations
- ☐ Add-on language
- ☐ Confident close

SHIFT 02

PRACTICE

Switch roles. The developing budtender leads while the top performer observes.

- ☐ Pick one habit to practice
- ☐ Keep feedback specific
- ☐ Name what worked
- ☐ Choose one next adjustment

SHIFT 03

REPEAT

Run it again. Repeat the strongest habits until they feel natural and guest-centered.

- ☐ Apply the feedback
- ☐ Stay consistent
- ☐ Debrief after the shift
- ☐ Celebrate progress

TRACK YOUR ATV

ATV = AVERAGE TRANSACTION VALUE

TOP PERFORMER _____

DEVELOPING BUDTENDER _____

CHECKPOINT	ATV	WHAT CHANGED?
Before the challenge	\$	
After Shift 1	\$	
After Shift 2	\$	
After Shift 3	\$	

HABIT TO KEEP

NEXT COACHING FOCUS
