Your approach needs to start with education, otherwise how will you differentiate yourself from the vape shop or gas station with the same sign or flag? The gas station attendant doesn’t know about dosing, drug interactions, or the endocannabinoid system. Frankly he doesn’t care either because that’s not his job to care about those things — it’s your job.

You need to be prepared to discuss why and how CBD works, what drugs it interacts with, and how much to take. The importance of becoming the CBD expert can’t be overstated. Your customers expect it, and as the most accessible health care professional, you’re the one who should be recommending and selling CBD. You need to take the steps to actually become the CBD expert your customers deserve.

Once you feel confident in your CBD knowledge you should begin by educating your local physicians. Share what you have learned about CBD with them, brand yourself as the CBD expert, and suggest that they recommend their patients come to you for all things CBD. You need to take the steps to actually become the CBD expert your customers deserve.

Now that you have educated yourself and your local doctors, its time to educate your customers. They don’t know there are drug interactions with CBD. They have no idea there are side effects. They see the “WE HAVE CBD” signs everywhere, and they believe the false claims and misinformation online, so they think it’s safe. They think that if everyone is taking it and selling it, it must be 100 percent safe. It is incumbent upon you to tell them why they should ONLY be buying CBD in a pharmacy and discussing CBD with their doctor and pharmacist. Inform them that there are drug interactions that ONLY their pharmacist will know about. This needs to be an ongoing campaign using all the usual channels of marketing such as social media, radio, television, billboards, digital, and the most important channel to get the message out there about CBD … you! Talk to your patients about CBD. If you don’t, someone else will.

Check back each month for more information pertaining to CBD and register for NCPA’s new resource for CBD products and pharmacist CBD education — the NCPA CBD Source, powered by PRS! Register today at www.NCPACBDSource.com, or if you need to speak with one of our CBD for pharmacy experts, you can call 833-786-6522 to set an appointment.

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