

# COMPANY CASE STUDY

SEED JUNKY GENETICS



Seed Junky Genetics, creator of iconic strains like Permanent Marker, Purple Octane, and Gello Shots, is a leader in premium cannabis genetics. While consumer awareness was high, budtenders needed stronger knowledge to confidently recommend the brand

## Solution

pre- and post-training surveys.

Live sessions on brand

Practical selling tools for in-store

Turn budtenders into ambassadors

## Challenge

Budtenders lacked detailed strain knowledge and confidence, limiting their ability to influence customer choices.

## Result

**100%** **90%**

reported  
improved  
knowledge &  
confidence.

satisfaction  
with training.

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