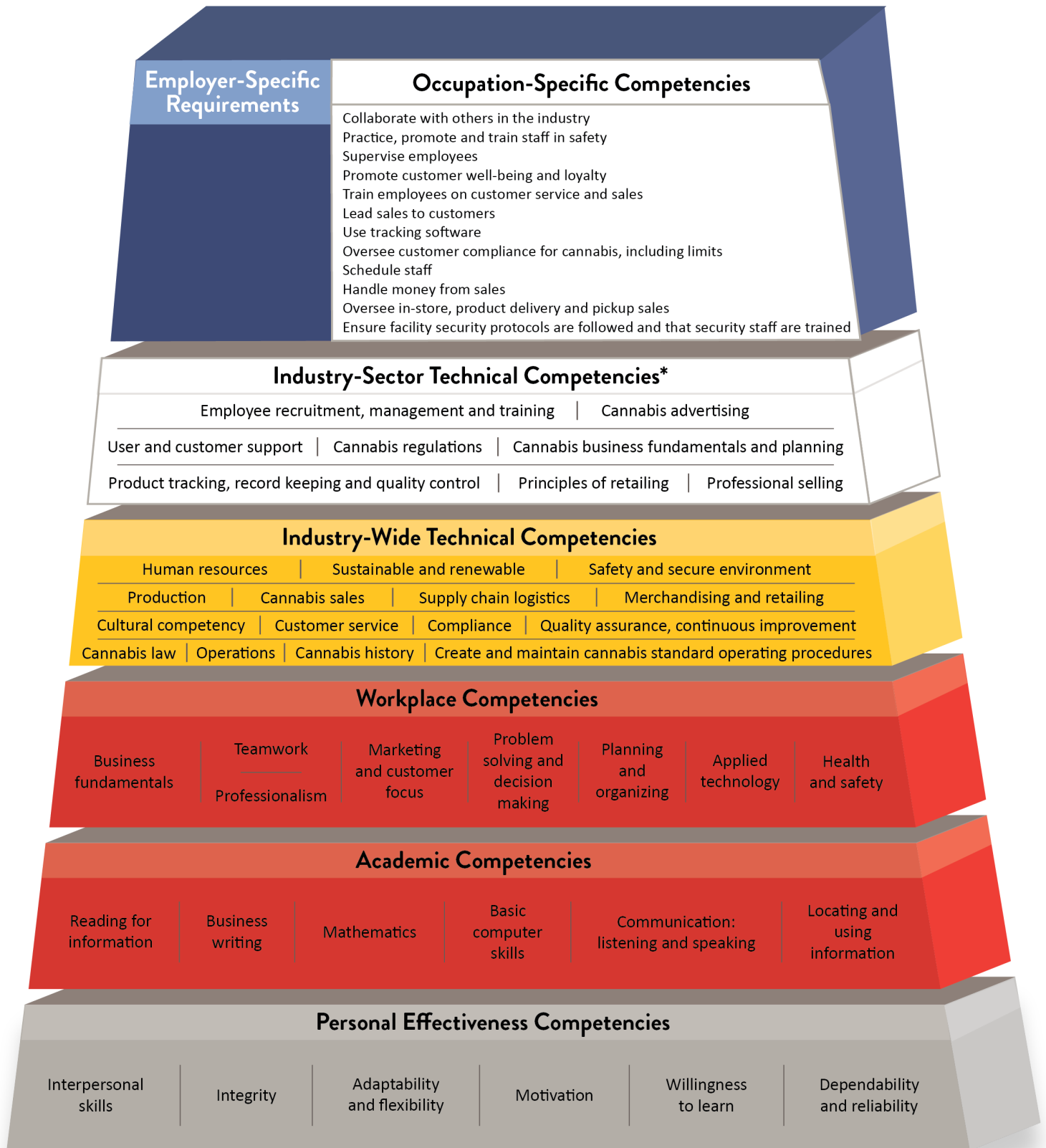


Minnesota Dual-Training Pipeline

Competency Model for Legal Cannabis Industry

Occupation: Cannabis Dispensary Supervisor



Based on: Retail Industry Competency Model, Employment and Training Administration, United States Department of Labor, February 2025. For more detailed information about competency model creation and sources, visit dli.mn.gov/pipeline/business/workforce/legal-cannabis-industry.



Competency Model for Cannabis Dispensary Supervisor

Cannabis Dispensary Supervisor – An individual in this role is responsible for overseeing the daily operations of the dispensary, ensuring compliance at the location, supervising staff, and coordinating with others to maintain inventory control. This person will track merchandise, handle cash, lead customer service and sales efforts. This role also provides coaching of staff to promote sales and ensure compliance standards are met. The individual may also be responsible for hiring, interviewing, scheduling and onboarding new staff.

*Pipeline recommends the Industry-Sector Technical Competencies as formal training opportunities (provided through related instruction) and the Occupation-Specific Competencies as on-the-job (OJT) training opportunities.

Industry-Sector Technical Competencies

Related Instruction for dual training means the organized and systematic form of education resulting in the enhancement of skills and competencies related to the dual trainee's current or intended occupation.

- **Employee recruitment, management and training** – Understand how to recruit employees as well as employee management principles and how to train staff.
- **Cannabis advertising** – Understand basics of how to promote cannabis and the specific rules in Minnesota for what is and is not allowed for cannabis labelling and marketing.
- **User and customer support** – Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Cannabis regulations** – Knowledge of the current state and local regulations governing the growth and production of cannabis flowers, cannabis plants and cannabis products in Minnesota. Understand the different requirements that are involved in selling cannabis in dispensaries in Minnesota.
- **Cannabis business fundamentals and planning** – Understand the fundamentals of operating a business and how to write and follow a working business plan to manage staffing and equipment costs, transportation and supplies to maximize potential profits for a cannabis business.

- **Product tracking, record keeping and quality control** – Know how to properly track cannabis product and cannabis flower so that it is properly labeled and ready for sale. Know how to ensure that the cannabis being sold has records from plant production through all cycles of growth, harvest, packaging, manufacturing, distribution, and eventually sales.
- **Principles of retail** – Understand importance of location, store layout and design, inventory purchasing, consumer behavior, and store organization.
- **Professional selling** – Know how to learn about a product, make a pitch to sell the product, and close on the sale of the product.

Occupation-Specific Competencies

On-the-Job Training is hands-on instruction completed at work to learn the core competencies necessary to succeed in an occupation. Common types of OJT include job shadowing, mentorship, cohort-based training, assignment-based project evaluation and discussion-based training.

- **Collaborate with others in the industry** – Know how to collaborate with other businesses within the legal cannabis industry.
- **Practice, promote and train staff in safety** – Ability to use proper industry standards to maintain a safe work environment to ensure personal well-being for all staff at the business. Know how to train staff to be safe and offer the opportunity to earn OSHA 10 or OSHA 30 types of credentials.
- **Supervise employees** – Understand and exercise the proper human relations and best practices for supervising the day-to-day tasks performed by staff.
- **Promote customer well-being and loyalty** – Know how to conduct sales in a manner that will be safe and satisfying for the customer, while showing honesty, value and courtesy to retain their business.
- **Train employees on customer service and sales** – Know how to teach staff how to properly sell cannabis in a way that maintains compliance, safety and offers superb customer relations.
- **Lead sales to customers** – In order to train staff to sell, the supervisor must also know how to sell cannabis themselves.
- **Use tracking software** – Know how to use tracking software such as METRC to ensure compliance when handling and selling cannabis.

- **Oversee customer compliance for cannabis, including limits** – Ensure that staff do not let anyone who is under 21 years of age enter the business premises, unless the individual is enrolled in the registry program. Ensure that all customers are buying cannabis in a manner that is compliant with state law. Ensure that staff know what daily customer and delivery limits are and that those limits are not exceeded.
- **Schedule staff** – Know how to develop schedules and supervise scheduling so that all shifts are adequately staffed.
- **Handle money from sales** – Know how to securely handle cash, and any other forms of payment for dispensary purchases. Understand how to ensure funds are sent to the appropriate location after the store closes, etc.
- **Oversee in-store, product delivery and pickup sales** – Understand how to manage both the sales of cannabis as it is purchased by the consumer who enters the stores as well as the processes established for handling sales that are made through online or phone transactions and require either delivery or pickup services to get the product to the consumer.
- **Ensure facility security protocols are followed and that security staff are trained** – Know how to monitor safety and security measures at the facility to guarantee that staff know how to lead safety measures, and that the facility is safe, secure and protocols are followed in accordance with laws and regulations.

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