

Silly Nice Retail Sales Guide

Helping Budtenders Increase Basket Size, Repeat Customers & Product Sell-Through

Silly Nice products are designed to work across multiple customer types, which makes them easy to recommend, easy to bundle, and easy to upsell. From high-THC concentrate shoppers to budget-conscious consumers looking to stretch their flower further, Silly Nice products give dispensaries flexible tools to increase overall basket sizes while helping customers build stronger, more customized cannabis experiences.

Key Selling Points for Budtenders

Great for THC Chasers

Many Silly Nice products appeal directly to consumers searching for stronger effects, higher potency, and elevated experiences. Products like Diamond Powder, Bubble Hash, Frosted Hash Balls, and Diamond-Frosted Infused Flower can instantly upgrade a customer's existing flower without requiring them to purchase large quantities of premium flower.

Suggested budtender language:

- "If you want to take that flower to another level, add a little Diamond Powder."
- "This is perfect for people who want stronger effects without smoking more."
- "A small amount goes a long way."

Great for Budget Buyers

Silly Nice products help customers stretch their cannabis further. Instead of needing multiple joints or larger amounts of flower, many consumers can enhance smaller amounts of flower using concentrates and toppers.

This makes products like:

- Diamond Powder
- Bubble Hash
- Frosted Hash Balls

excellent value-oriented recommendations.

Suggested budtender language:

- “This can actually help your flower last longer.”
- “You only need a small amount to completely change the experience.”
- “A topper can upgrade budget flower into something much stronger.”

Easy Basket Builders

Silly Nice products naturally increase basket size because they pair easily with flower, pre-rolls, vapes, and accessories already being purchased.

Perfect add-on opportunities:

- Flower + Diamond Powder
- Flower + Bubble Hash
- Pre-rolls + Frosted Hash Ball
- Vape + Concentrate
- Budget Flower + Toppers

Suggested budtender language:

- “A lot of people pair this with flower.”
- “This is one of our favorite products for upgrading pre-rolls.”
- “This works great with almost any strain.”

Built for Collaboration

Silly Nice fully supports collaborative merchandising and cross-brand pairing. The brand actively encourages dispensaries to recommend Silly Nice products alongside other flower brands, pre-rolls, and concentrates to help create stronger customer experiences and drive higher total sales.

The goal is not competition — it is enhancement.

Silly Nice products are intentionally versatile and designed to:

- Pair with other flower brands
- Improve customer experiences
- Help dispensaries increase average order value
- Drive repeat visits
- Encourage product discovery

Suggested budtender language:

- “This pairs really well with the flower you already picked.”
- “A lot of customers mix this with their favorite strains.”
- “This is more of an enhancer than a replacement.”

Great for Experienced Consumers

Cannabis consumers with higher tolerances are constantly searching for products that feel stronger, cleaner, smoother, and more flavorful. Silly Nice products are especially popular with:

- Daily smokers
- Concentrate users
- Legacy consumers
- Hash lovers
- Experienced cannabis shoppers

Top recommendations:

- Diamond Powder
- Bubble Hash
- Frosted Hash Balls
- Diamond-Frosted Infused Flower

Solventless & Craft Appeal

Bubble Hash and Frosted Hash Balls appeal heavily to customers looking for:

- Solventless cannabis
- Traditional hash experiences
- Full-spectrum effects
- Terpene-rich products
- Small-batch craftsmanship

Suggested budtender language:

- “This is made using traditional solventless methods.”
- “Hash lovers usually gravitate toward this.”
- “This is all about flavor, terpenes, and full-spectrum effects.”

Fast Tips for Budtenders

If a customer says:

“I need something stronger.”

Recommend:

- Diamond Powder
- Infused Flower
- Bubble Hash

If a customer says:

“I’m trying to save money.”

Recommend:

- Diamond Powder as a flower enhancer
- Bubble Hash as a bowl topper

If a customer says:

“I already have flower.”

Recommend:

- Frosted Hash Ball
- Diamond Powder
- Bubble Hash

If a customer says:

“I want something flavorful.”

Recommend:

- Bubble Hash
- Pink Stardust Vape
- Frosted Hash Ball

About Silly Nice

Silly Nice is a Black-owned, Veteran-owned cannabis brand proudly built in New York and focused on premium small-batch cannabis products rooted in authenticity, craftsmanship, and culture. Known for products like Diamond Powder, Bubble Hash, Frosted Hash Balls, infused flower, and premium vape products, Silly Nice has quickly become one of New York’s most recognized independent cannabis brands.

The company focuses heavily on terpene preservation, full-spectrum effects, small-batch quality, and versatile cannabis products designed for modern consumers who value both potency and experience. Silly Nice products are lab-tested, crafted in New York, and designed to help dispensaries create stronger customer experiences while driving repeat business and larger basket sizes.

Learn more at: sillynice.com/budtenders