



Are you Prepared?

The IGA Coca-Cola Institute offers you training helpful to completing your job duties. Every IGA employee has access to this amazing tool. There is training for each department and for general topics like customer service.

The state of Montana requires specific training before individuals can sell alcohol to others. This is to help ensure we are not participating in underage sales or selling to clearly intoxicated people.

The IGA Coca-Cola Institute is a tool used world wide by IGA. Once you have been assigned a user name and password you can login and take advantage of additional training.

Topics covered include:

- Bagging
- Bakery Clerk
- Cashier
- Cashier-Produce Identification
- Deli Manager
- Emotional Intelligence
- Food Safety Sanitation Basics
- Grocery
- Loss Prevention
- Managing People
- Meat Wrapper
- Professionalism
- Store Safety

How We Stand Apart from the Rest

- **Locally owned and operated**
Rich and Rita Chadwick live in Great Falls. Rich is in the stores most every day and is available by phone if needed.
- **Involved directly with our community**
Helping to raise funds for Toby's House, a crisis nursery; letting local schools and youth organizations hold fundraising events in the stores; donating items for other fundraising for local organizations and providing discounts and special deals on products for local churches and supporting the Can-tastic food drive for the Great Falls Food Bank.
- **Neighborhood stores**
Both located in neighborhoods where the clientele visit EVERYDAY.
 - 701 1st Ave North
 - 2500 6th Ave North
- **Relationships with our customers**
From Grandma with her grandkids grabbing some snacks after school to the accountant starting his morning off with a quick visit and a coffee drink.
- **Relationships and partnerships within our community**
Finding special deals for churches in our neighborhoods to help them provide meals and food baskets to those in need. Donating gift cards to other organizations for their promotions.



The IGA Promise

A warm welcome from friendly, knowledgeable associates. Great Service and quick response to your special requests. Locally-owned by people you know and trust at the heart of your community.

Source: <https://www.iga.com/Alliance/>



What is IGA?

IGA = The Independent Grocers Alliance.

IGA was founded in 1926 to bring together independent grocers across the US to ensure that the trusted, family-owned local grocery store remained strong in the face of growing chain competition.

Today there are 5,000 Hometown Proud Supermarkets worldwide, with stores in 46 states and more than 30 countries, commonwealths and territories around the globe. Source: <https://www.iga.com/Alliance/>



In This Issue:

- **Pg 1: IGA Promise**
- **Pg 1: What is IGA**
- **Pg 2: 8 Guaranteed Ways to Drive Customers Away**
- **Pg 3: Everyday IGA Website**
- **Pg 3: Services Offered**
- **Pg 3: Delivery Service**
- **Pg 3: Images**
- **Pg 4: Are you Prepared**
- **Pg 4: How We Stand Apart From the Rest**



8 Guaranteed Ways to Drive Customers Away

1. Change too many players.

Customers shop with us because they like our employees more than they like our building.

2. Treat new and existing customers too differently.

Our current customers don't want to feel like they no longer matter to us. We need to offer the same incentives to our current customers that we offer to the customers that we are trying to attract.

3. Focus too heavily on price.

Price is important and we need to make sure that we are making a profit, but it is not the most important thing to our customers. They are price consensus, but they also want to feel like they are valued and are not just another statistic. They want to know that we care about them, their needs, and helping them any way we can and in the friendliest way possible.

4. Push too hard

to grow same-customer revenue.

Our current customers may not be as willing to spend more when they are on a fixed income. We shouldn't stop finding deals to offer them but we need to look in other places for new customers.

5. Accept high employee turnover.

What can you do to help reduce employee turnover? Do you feel valued as an employee? Being friendly and helpful isn't just for our customers, we should treat each other the same. Employees should work together as a team and support each other. We are more likely to succeed ourselves when we help our team mates achieve success.

6. Forget what keeps the lights on.

Do you remember why you are here? What is the purpose of your job? Would you be able to do your job without the customers that shop in our stores?

7. Reward the wrong employee behavior.

Do you feel that the management team are the only ones that can reward bad employee behavior? While they control the disciplinary actions of bad behavior your reaction also is important. Do you think that because someone else did something against policy and didn't get reprimanded to your liking that it is OK for you to do the same thing? How productive is it to stand around with other employees and discuss the behavior, when you have no control of the situation. Focus on yourself and your job responsibilities, this will help you retain your own job.

8. Make problem resolution painful.

When a customer has a problem how easy is it for them to have it resolved? How long does it take? Are they satisfied with the resolution?

Source: <https://www.inc.com/jeff-haden/8-reasons-why-youre-losing-customers.html>

Everyday IGA Website

Have you visited our website? This is not your average grocery informational site. Our website provides interactive interaction for our users.

First you must register on the site creating a user name and password. Once you have done this you can use the Shopping list feature. Creating a shopping list can be done through using the on line ad, the recipes on line or typing in the items to your list. Once your list is created you can then email or print your list.

Looking for a recipe? There are over 1,000 recipes on our website. Need to remember to grab ingredients for your recipe on your next shopping trip? You have an option to add ingredients to your shopping list.

Our website offers basic store information and a map to assist with locating our location from any where.

This is just a small sample of the things you can find on our website. Check out the website here and then share your knowledge with our customers:

<http://www.everydaygreatfalls.iga.com/>

Services Offered

- Western Union
- Money Orders
- Check Cashing
- Lottery/Lotto
- Utility Payments
- Stamps
- Delivery Service
- Interactive Website
- Digital Offers
- Full Service:
Bakery
Deli
Meat Dept.



Delivery Service

Monday–Friday

9am–6pm

Saturday

9am–4pm

No deliveries on:

New Year's Day
4th of July
Thanksgiving
Christmas

Images

The below images are from our website. Links to the recipes are below each image. The bottom two images show ads used on both our website and Facebook page



http://www.everydaygreatfalls.iga.com/Recipes/Detail/111/Red%2c_White_and_Blueberry_Parfais/



[http://www.everydaygreatfalls.iga.com/Recipes/Detail/7558/Overnight_Oatmeal_\(Slow_Cooker\)/](http://www.everydaygreatfalls.iga.com/Recipes/Detail/7558/Overnight_Oatmeal_(Slow_Cooker)/)



Ad for delivery found on both our website and Facebook.



Image of IGA products from our website and also used on our Facebook.