

SIMPLE STRATEGIES FOR SHOPLIFT PREVENTION

As we have discussed previously, shoplifters steal an estimated \$12.3 billion dollars of merchandise from retail companies every year. And according to the University of Florida's National Retail Security Survey or NRSS, shoplifting represents 33% of all retail losses. This is a staggering amount of money, and it's certainly worth our while to learn methods to help your company prevent the damage that shoplifting causes.

First of all, it helps to understand that there are two types of shoplifters: professionals and amateurs. The professional shoplifter usually works in highly disciplined groups and they generally steal large amounts of product with speed and precision. The professional shoplifter later sells their stolen goods to a fence, who either sells the product back to legiti-

mate retailers or to the public. Simply put, they're in it for the profit. On the other hand, the amateur shoplifters generally steal only the product they want for themselves, not for profit. Either way, if store-level employees are unprepared, both types of shoplifter can cause great damage to your store's profits.

So what are some easy yet proven methods store personnel can employ to help defeat shoplifters? Pay attention to your customers. You should always greet every customer: it's just great customer service, but it also let's potential shoplifters know that you're aware of their presence. Learn which products your store carries that are prone to being stolen by shoplifters. In many cases, items such as batteries, film and razors can be quickly and easily sold on the street, but know-

ing this enables you to pay closer attention to these areas.

Make certain that all high-value items are properly secured, as you want to prevent the possibility of someone walking out the door with that expensive item. Lastly, if you observe a suspicious customer, be certain to notify your management team, or seek assistance from your coworkers.

Remember, the goal is to prevent shoplifting from happening, which means that you should speak with your customers. But never place yourself in the position of trying to apprehend or chase a suspected shoplifter. It's tricky, time-consuming and potentially dangerous. You certainly don't want to be injured, so speak with your managers for more information.



SIMPLE STRATEGIES TO HELP PREVENT SHOPLIFTING:

- **Pay attention to your customers. Greet them, it's just good customer service but it also let's shoplifters know you're aware of their presence.**
- **Learn which items your store carries that are prone to being stolen by shoplifters, so you can watch these areas.**
- **Make certain that all high-value items are properly secured.**
- **If a suspected shoplifter is spotted, notify a member of management, or seek assistance from your coworkers.**
- **Actively prevent thefts but never try to apprehend a shoplifter.**

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