



## FORWARD-THINKING

# 10 WAYS TO DETER SHOPLIFTING AT YOUR RETAIL STORE



### ACCORDING TO THE NATIONAL ASSOCIATION FOR SHOPLIFTING PREVENTION:

- Approximately 1 in 11 Americans shoplifts
- 550,000 shoplifting incidents happen every day
- Stores lose more than \$45 million a day to shoplifting
- Shoplifting costs American taxpayers more than \$33 billion every year – about \$75,000 a minute!

### HOW SHOULD YOUR BUSINESS ADDRESS SHOPLIFTING?

While you can't stop every incident, you're not powerless. Follow these **10 common sense steps** to make your business a harder target and help you deal with shoplifters more safely.

- 1 **Keep your store adequately staffed.** An empty store is an invitation to a shoplifter.
- 2 **Keep your store clean inside and out, organized, and well-lit.** A messy and disorganized store can make it easy to steal without being spotted.
- 3 **Use dome mirrors overhead** to better observe activity throughout your store.
- 4 **Consider installing Closed Circuit Television (CCTV)** to be your "eye-in-the-sky" over high-theft items.
- 5 **Block off cash register lanes not in use** to make it harder for a shoplifter to exit without paying.
- 6 **Use "assertive hospitality."** Train your employees to routinely walk the aisles, making eye contact and greeting each shopper with a friendly, "Can I help you find something?"
- 7 **Be aware of red flags and common target areas for shoplifters.** Extra baggy or multi-layered clothes, a nervous demeanor, extra bags, or excessive people watching may be signs of a shoplifter. Be aware of high target items such as cigarettes, meat, and batteries.
- 8 **Watch for open merchandise during checkout** and immediately offer to get a replacement item for the customer.
- 9 **Use extreme caution when stopping a shoplifter.** The wrong decision could result in injury or death of an employee or customer and/or a costly liability suit. Train your staff thoroughly. You can only legally stop a shoplifter if someone has watched the suspect continuously, observed him or her enter the aisle or section, pick up the item, conceal the item, and attempt to leave the store without purchasing the item.
- 10 **Call police immediately and prosecute.** When police arrive, report how you've followed the legal requirements above, and follow through with prosecution to show the community and shoplifters that you won't tolerate the crime.

Like other crime, shoplifting isn't going away anytime soon, so follow these tips to protect your business, your employees, and your customers.