

Theft Prevention



First Line of Defense, Store Set Up

- Keep buildings locked whenever public access is not necessary.
- A messy, unorganized store makes it easier for shoplifters to steal from, especially when you're not sure what goes where, what's selling, and what's not.
- If you have a large store and a small staff, it may seem impossible to watch every corner at all times. With mirrors, surveillance becomes a whole lot easier.
- Theft prevention signs are common in stores across the country; they often advertise security methods, fines imposed and maximum criminal shoplifting charge.
- Put Your Checkout by the Exit. This makes watching those that come and go easier.
- Take access control policies seriously.
- **Surveillance cameras are the single best way to prevent theft**

Your employees can be the best defense against shoplifting

- Talk to them about what to look out for and how to avoid scams
- Greet each person as they enter the store
- Monitor what's going on in the store
- Regularly check in with customers and ask how they can help, it sends a message that the employee is aware of everyone in the store and what's going on.
- Schedule appropriately- trying to get by with a bare-bones staff leaves the door open to theft
- Forge relationships with your employees and let them know they're valued and appreciated. Internal theft is as much of a problem as shoplifting.
- Your customers are a big part of your business. The better you and your employees know them, the less likely they are to steal from you.

General Rules

- Shoplifters will likely target small, valuable, easy-to-pocket products like jewelry, so store those close to the register, preferably in a locked case
- Loiterers are often bad news for businesses and usually a tell-tale sign there might be trouble on the horizon
- Pay attention to dressing rooms
- Train your staff to watch for theft
- Ask customers to check their bags
- Some shoplifters may show warning signs before problems arise. They may wear large sweatshirts, spend long periods of time in the same aisle, carry large purses or bags, and continually check to see if you're watching. Know the signs and trends, and keep a close eye on customers exhibiting this type of behavior

Take a Thief's Perspective

If you were a thief, what would you target? Heavy items in the back of the store or small, or easily pocketed items by the front? When arranging your store, think like a thief looking for a five-finger discount – and do the opposite.