

A warm, festive holiday scene. In the background, a fireplace with a roaring fire is visible, surrounded by warm, glowing bokeh lights. In the foreground, a red mug with a white snowflake design sits on a red surface, next to a small plate of cookies. A pair of feet wearing red and white striped socks is visible in the lower right corner.

QUICK TIPS FOR THE BUSIEST SEASON OF THE YEAR

Let's get started!



Every holiday season gets busier and in retail that means more inventory, customers, sales, and longer hours. Help us keep shrink in sight!

This short guide will highlight some key information for you to keep top of mind.

Feel free to email or print this guide and distribute to the field. Hopefully it will help your stores keep loss prevention top of mind during the busiest season of the year.

Let's get into it.



Physical Security: Test your burglar alarm and ensure its in good working order. Remember to update all call lists for off hours notifications. Make sure all your store keys are accounted for and you know who has what. Make sure all of your locks lock and ensure your doors and windows are secured. Last but not least, don't lock any customers in your store!



When in doubt, press the button for your car alarm.

Personal Safety: When possible, try to follow the rule of two. This means entering and existing the store with another associate. Park under well lit areas and have your panic button at the ready, just in case.



Count it out loud.

Cash Handling: Make sure you're following all cash control procedures. Whether it's cash drops, change orders, or deposits, always follow the SOP. Be on the lookout for quick change artists, they're still around, so always verbally count money taken in or given back as change.



Look for anomalies.

Point of Sale: Always take some time to review daily sales and look for high risk transactions, such as no sales, post voids, and returns without receipt.



Secure & Protect

Merchandise Protection: Inventory controls and high value merchandise go hand in hand. Limit your exposure to theft by frequenting the areas where "the good stuff" is.

And remember, the #1 theft deterrent to shoplifters is GREAT CUSTOMER SERVICE! Face saving statements are also a great deterrent. For example, you can say to a suspected shoplifter, "Do you want me to show you some matching accessories for that outfit?" or "Would you like me to hold those ear rings for you at the counter?"

The List

Explain to all associates the financial importance of the holiday season and its impact to your overall profitability.

Educate all associates on specific holiday policies and procedures and make certain that they understand how to react to situations.

Make certain that alarm systems, anti-shoplifting devices, CCTV, safes and other physical security devices are in good working order.

Confirm that all keys are accounted for and in the hands of appropriate personnel. Extras are kept secured in a locked safe.

Protect all high-valued or high-risk merchandise with secured cables, EAS tags or other anti-shoplifting devices

Stress great customer service to increase sales and prevent shoplifting.

Instruct associates to remain on the sales floor as often as possible. Customer engagement is the best deterrence to shoplifting.

Focus on the customer greeting. Greet customers with a smile and look them in the eyes. Customers love the attention, shoplifters hate it!

Tell associates to never accuse, chase, or place their hands on a shoplifter.

Stress the importance of following your specific company guidelines, if allowed to apprehend shoplifter.

Tell associates to walk the store after closing to ensure all customers are gone.

Ensure that doors are locked, and all customers are gone before associates count funds or deposits

Tell associates that any relatives and friends should wait outside the store during closings.

Deposits should be handled according to policy and if taken to the bank at night use a non-descriptive bag to conceal the deposit bag and multiple associates

Always close your stores with multiple persons.

Coordinate an employee parking area so all employees walk to the same area for safety when leaving.

Make sure everyone has good points of contact in case of an emergency.

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