



St. Johns County Sheriff's Office

"Taking Care of People"

Shoplifting Prevention Tips

One of the most common nonviolent crimes facing America today is shoplifting. Shoplifting is the theft of property offered for sale. Shoplifting is an expensive problem that ends up costing U.S. consumers and businesses billions per year.

Shoplifters represent every age group and income level. Anyone who enters a store could be a potential shoplifter. There are two types of shoplifters: professionals and amateurs. Professionals steal for a living while amateurs for many other reasons such as thrill seeking, drug habits, or peer pressure. Prevention is the best approach in dealing with shoplifting and is the first avenue of deterrence. Here are just a few techniques in shoplifting prevention:

- Greet every customer you meet, preferably upon their entrance, thus letting them know you are aware of their presence
- Control backpacks and other parcels brought in by customers
- Sections of the store, such as cash registers, fitting rooms, exits, etc, should never be left unattended
- Lock expensive merchandise up in display cases in an area where salespersons are located.
- Limit the number of items that will be taken out of display cases at one time for customer inspections
- Keep the store neat and orderly. Pattern displays and keep them filled so that you can tell in a glance if something is missing.
- The most effective deterrent to shoplifters is an alert and competent sales staff. Train your staff if you expect them to effectively prevent shoplifting.

These are merely a few suggestions in an effort to prevent shoplifting. Store owners are encouraged to contact the SJSO Crime Prevention Unit to arrange a more detailed presentation for you and your staff about shoplifting prevention.