

Selling with Security: **Three basic habits**

Based on losses throughout the jewelry industry, we believe that retail stores that practice three basic security habits can significantly reduce the risk of theft. Sales associates can incorporate these three habits in their selling techniques.

The three habits are:

- 1) Meet and Greet
- 2) One on One
- 3) Turn the Key

Meet and Greet

This habit emphasizes the importance of greeting each customer who enters the store and making immediate eye contact. Ask who they are shopping for today or show them an interesting piece of jewelry.

Customers will appreciate your interest and attention. However, criminals who may be casing your store will feel uncomfortable and may appear nervous.

One on One

One on One means waiting on one customer at a time and showing one item at a time.

Focusing your attention on one customer at a time accomplishes several things. It makes the customer feel important and well served. It also helps you to focus on that one transaction and resist other distractions. If another customer enters the store, inform the individual that someone will be with them in a few minutes, whether that is another sales associate or yourself when you finish with the first customer.

Showing one item at a time reduces the opportunity for a sneak theft of one item while looking at several others. Also, you limit the amount of loss in a grab and run situation. Most of your customers are not thieves and you don't want to treat them as if they were. If your customer wants to compare two items, place one on them on the customer and try the other on yourself or another sales associate. Show rings on a ring holder. Go to a more private part of the store when you can show several items at a time, with minimal risk of grab and run.



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Turn the Key

Keeping showcases locked when unattended is one of the most important habits for your sales associates. Have keys on wrist keyholders or keychains that are worn around the neck so they are always handy. Never place keys on the counter where they could be taken.

Help all sales associates develop the habit of locking showcases when they are not taking items or replacing items from that case.

These three habits are explained and demonstrated in Jewelers Mutual's video – Selling with Security. This is a great tool for retail storeowners and managers when training new sales associates or reminding existing staff. To obtain a copy of this 23-minute video and materials, [click here to order safety materials](#).



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