

Robbery: A safety checklist

While no jewelry business is completely safe from robbery, you can make your business less vulnerable to robbers. In addition, you and your employees should be prepared to respond safely during a robbery to help protect yourself and customers from the violence which often accompanies this crime.

The following suggestions may help you prevent robberies and prepare to respond safely during a robbery.

In addition to these tips, view our video Robbery: Anytime. Anywhere on JMUniversity.com.

- If you think your business is being cased
- During a robbery, remember
- Develop a written plan
- Other advice

If you think your business is being cased:

- Alert other employees by using a pre-established code word or phrase.
- Call police or mall security and ask them to visit your store as soon as possible. Explain that you may have been cased.
- Pay attention to all store visitors. Talk with them. Ask their names.
- Write down a description of the suspect, and if possible, the car and license plate number.
- If you have a buzzer system to control entry into your store, be certain it's activated.
- Make more employees visible on the sales floor.
- Make sure cabinets, cases, and safes are locked.

During a robbery, remember:

- Do not resist.

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- Cooperate. Obey the robber's orders.
- Stay calm. Focus on surviving.
- Do not reach for a holdup button or phone while the robber is present and may see you.
- Avoid eye contact with the robber.
- Expect to be threatened. Assume the robber will shoot.

Develop a written plan

This plan or manual should describe your business's security procedures, including what to do in the event of a robbery or other crime. Use our suggestions from "Preventing Losses When Open" and "Preventing Losses When Closed" to help create your security procedures. You could organize your plan under the following headings:

- Security: Part of every employee's job
- Opening and closing procedures
- Good selling is good security
- Specific assignments
- Are you being cased?
- What to do during a robbery
- Other emergency procedures and contact persons

Other advice

- Develop a network of local jewelers to share information about casings, crimes, etc.
- Contact your local police. Share your security concerns; discuss crime issues. Keep them informed. Ask them to stop by your store frequently.
- If you are the victim of jewelry-related crime, contact Jewelers' Security Alliance at
800- 537-0067.
- Conduct training sessions with your employees about security procedures.
- Frequently circulate information to employees about security issues and procedures.
- Don't brag to strangers about being a jeweler.
- Avoid items like personalized license plates or luggage tags that identify you as a jeweler.

For more information, contact Jewelers Mutual at [800-558-6411](tel:800-558-6411).



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