

TRAVELLING SALESPERSONS RISKS



A wholly owned subsidiary of the
Canadian Jewellers Association

ACKNOWLEDGEMENTS



Jewellers Vigilance Canada (JVC) would like to acknowledge Jewelers Security Alliance (JSA). This document contains some material from the JSA Manual of Jewelry Security written by John J. Kennedy and Robert W. Frank and has been copied with their kind permission. We appreciate this partnership which allows greater knowledge for both Canada and the USA.

In addition JVC would like to thank our partner Jewelers Mutual Insurance Company (JMIC) for their ongoing support of JVC'S Crime Prevention Program.

Jewelers Mutual[®]
INSURANCE GROUP
— SINCE 1913 —

MUST UNDERSTAND INSURANCE COVERAGE

Following the security recommendations in this guideline is the most effective way to avoid crime. However, each firm needs to review and fully understand its insurance coverage to ensure that coverage and proper security are not in conflict.

It is essential that all travelling jewellery salespersons be familiar with the insurance coverage applying to the line or lines they are carrying. There are variations between different policies, and fine points of coverage with which you must be familiar. Are you covered if the line is left in the trunk of your car in your home garage? Are you covered if you are sleeping over with your line at your in-laws house? Are you covered if the line must travel in the belly of the small plane on your short commuter flight? Every firm should make certain that their salespersons understand their insurance coverage.

When a salesperson makes a security mistake which results in an uninsured loss, it can mean the end of the salesperson's career in the jewellery industry. From every angle, uninsured losses, such as those from unattended vehicles, are a financial disaster for both the firm and the salesperson.

FIVE VITAL ISSUES

Described in these guidelines are five vital safety and security recommendations for travelling salespersons that apply all the time.

1. ARE YOU BEING FOLLOWED?

Every time you approach or leave a retail jewellery store, jewellery company office, jewellery district or other jewellery location, you should behave as though you are being followed. This means that you should be looking over your shoulder and taking evasive action in your car or on foot.

Before parking your car at a retail store or other jewellery premise, drive around the area, including the parking lot and nearby streets, checking to see if the location is being watched by potential thieves. If you spot such suspicious persons who appear to be observing the jewellery location, delay your visit while you call the jeweller or the police, informing them of the suspicious persons.

You should make it a practice to look behind you and around you on the street. Are you being followed? Are there suspicious persons hanging around who do not appear to belong there? Do people appear to be watching you? If they are, go to a place of greater safety and seek help, such as a bank, crowded store or other location, preferably a premise with a security guard. Call 911 and state that you are a jewellery salesperson and are being followed by suspicious persons.



In order to see if you are being followed while on foot, stop abruptly and look behind you. Note people, their clothing and other features, which stand out in your mind. Be suspicious if you should see the same people at different locations along your route. Do not hesitate to cross the street abruptly, to duck into banks or fast food restaurants seeing if you can leave by a different exit, and other steps, which could confuse anyone in pursuit of you, and also provide a better opportunity to spot criminals.

If you are being followed while in your vehicle, take evasive driving action. Drive very slowly, 10 or 20 kl. per hour, in the right lane. If someone is driving behind you and not passing, you can assume you are being followed. Without risking an accident, make unexpected left hand turns, or U-turns, drive around the block several times and speed up. After you pull into a gas station or a fast food outlet

and wait, does another car follow you in, or appear to be waiting across the street? At other times you can pull into a parking lot and go right back out. Are you being followed?

Remember, the criminal gangs do not follow you in just one car. It is not uncommon for them to track a jeweller in as many as five cars, with two or more people in each vehicle. Accordingly, you may not see the same car as the criminals substitute one "tail" for another. They can also "follow" you by driving in front of you, and even by driving on parallel streets. You must be alert in your vehicle, and be constantly looking into your rear view mirror and out both sides of the car.

Many crimes would be prevented if the victims were more alert to their environment. Criminals rely on the element of surprise. If the victim could see the suspects approaching, he or she would have a few seconds to try to avert the attack by calling for help, going in another direction or dialing 911. The JVC files contain many examples of alert salespersons who successfully prevented losses by following guidelines recommended by JVC. In a number of those cases, the police were called on cellular phones and suspects were apprehended.

The time proven, single best crime prevention advice is to remain alert to your surroundings. When leaving your home in the morning, while visiting your clients, when stopped for lunch, frequently take a look around you. Is someone watching you? Is someone following you? Is there a group of people hanging out in the parking lot or outside the store that do not seem to fit in?



J
C
J
C

2. NEVER RESIST IN A ROBBERY

It has been shown that even theft gangs, who ordinarily use stealth and deception to commit their crimes, rather than guns, frequently have guns in reserve. There is no doubt that some criminals who stalk travelling salespersons will at times resort to violence and killing. The basic rule is: **Do not resist.**



3. DISTRACTIONS

One technique used by the criminal theft gangs against travelling jewellery salespeople is to distract them from attention to their line and then to steal the line. These gang members will either wait for the salesperson to be distracted from attention to the line, or they will actively take steps to distract the salesperson.

Distraction can take many clever forms, and the best practical advice for the salesperson is that if anyone is attempting to talk to them, or if any commotion or startling event happens in their vicinity, the salesperson should grab his or her bag tighter and just keep moving.

For many years the traditional distraction was to put ketchup, mustard or yogurt on the back of salesperson's jacket, tap him on the shoulder and tell him that his jacket was dirty. In order to take off his jacket, the salesperson would put down the case and focus on the jacket, thus allowing the thieves to take the bag and walk away.

While there is still an occasional distraction case using messy substances on clothes, such as spilled coffee, other types of distractions are now more common. For example, asking for change or directions is frequently used. However, salespersons must be alert to more unusual types of distractions.

Such distractions as requests for help by a pregnant woman or a young woman with a baby stroller, by old people, by non-English speakers, by the sick or apparently disabled have all been used. All requests for help should be ignored by the travelling salesperson. You are not in a position to offer assistance to people because your line is your first and last responsibility. Grab your line tight and keep moving.

Distractions are particularly common in such locations and situations as airports, hotel check in/out, loading and unloading luggage, using pay phones, car rental returns, changing a flat tire, in restaurants and gas stations.

A frequent type of distraction used in such prominent jewellery centers as 27 Dundas Square in Toronto is the “money drop”. Thieves using this technique wait for a salesperson carrying a line who is getting into a cab. When the salesperson opens the door and starts to put the line onto the seat of the cab, a thief who secretly places a five or ten-dollar bill on the ground says to the salesperson, “You dropped your money.” When the salesperson is temporarily distracted, accomplices of the thief open the door of the back seat of the cab from the other side, reach in, and grab the line.



GRABBING THE LINE

Money on the ground is also used as a distraction in other settings, so that warning bells should go off in a salesperson's head that he or she is a target if anyone asks about or points out money on the ground.

If confronted with what you feel is a genuine emergency situation while carrying your line, proceed to a safe location and call 911.

A small number of travelling salespersons have line bags equipped with tracking devices. These are set off by various means, including by the salesperson using remote control. However, such equipment cannot substitute for an alert salesperson following correct security procedures.

4. LINE MUST BE MANAGEABLE

In order that you do not leave your line unattended, you must always be able to physically transport your line, preferably in your own grip. When a salesperson says he or she has four big line bags and can't take the line to the bathroom, JVC's advice is to reduce the amount being carried, or else a future loss is likely. A salesperson should be able to move his or her line about easily. Too much bulk and weight in your line makes you a sitting duck. When you only carry one of your lines into a store to show a retail customer, and you leave another line in your trunk unattended, you are asking for a loss, and one that is probably uninsured.

5. CELLULAR PHONES

The JVC strongly recommends that every travelling jewellery salesperson have a cellular phone. Numerous cases have occurred in which alert salespersons that noticed they were being followed were able to contact the police for assistance. In some cases, the salespersons being followed were directed to a local police station or other point where the police were able to meet them. This has resulted

in some thieves fleeing quickly at the sight of the police, and the arrest of other thieves wanted for prior crimes, motor vehicle violations or immigration problems. In any event, the cellular phone has been important in preventing crimes.

A cellular phone has advantages in non-emergency situations, as well. Calls to clients and the office can be made from the relative security of your car.

There will be less opportunity for criminals, that is, less driving around in unfamiliar cities, fewer stops at rest areas, less opportunity to carelessly leave the line unattended, and less chance of someone grabbing the line.

NEVER TAKE YOUR LINE HOME



Taking your line home can expose your family to danger from criminal gangs. JVC has a set of guidelines for jewelers security at home.

However, the situation is going to arise when you get into our hometown too late to store your line at a retail jewellery store, and no vault company is available in your town.

What do you do? The companies that forbid you to take the line home state that in such situations you should check into a local hotel or motel and sleep with the line in your room.

Finally, when a jewellery salesperson is going home, with the line or not, that person should continue to take evasive driving steps after the day's final jewellery-related stop so that criminals are not led to his or her home. This can be done in five minutes, and evasive driving in this situation is well worth the time.

CALLING ON ACCOUNTS

The main way in which a jewellery salesperson is identified and targeted by criminals is when making a sales call. There are many ways in which the salesperson is at risk when calling on accounts, and many steps, which can be taken to reduce the risk.

One way to reduce the risk on sales calls is for the retailer to escort the salesperson to his or her car when the salesperson leaves. In addition, the retailer can watch from the store as the salesperson drives away to see if he or she is being followed. If so, the retailer could call the salesperson on the salesperson's cellular phone to alert him or her.

It is also helpful for retailers to permit the salesperson to show the line in a back room or private area of the store, that is, somewhere out of sight of criminals.

Furthermore, there are numerous instances of a salesperson suffering a theft while in a retail store. For example, the salesperson puts the line down while talking to the retailer, which is taken by the South American theft gangs when the salesperson is not paying attention.

Salespersons have also been robbery victims while in retail stores during crimes which were initially directly against the retail store, but during which the salesperson happened to be making a sales call.

While unusual, there are instances of salespersons being victimized by unscrupulous retailers while making sales calls. The retailer or employee will try

to distract the salesperson or lure him or her out of the place where the line is being shown, and then take an item. You must keep your eye on your line even at the stores of customers, and to the extent possible, make sure you are leaving with nothing missing.

JOIN THE JVC NETWORK



FOR MORE DETAILED INFORMATION ON ALL OF
JVC CRIME PREVENTION RECOMMENDATIONS
OBTAIN A COMPLETE COPY OF OUR CRIME
PREVENTION MANUAL

Who we are

Jewellers Vigilance Canada Inc. (JVC) is a non-profit association to advance ethical practices and loss prevention within the jewellery industry. It is a wholly owned subsidiary of the Canadian Jewellers Association.

JVC works closely with all law enforcement agencies in Canada. Join the JVC crime network and receive regular alerts as to various jewellery crimes happening in Canada. It is also an avenue for you to share information on jewellery crime. Be part of the solution and not the part of the problem.

JOIN OUR NETWORK NOW

Contact Us

Canadian Jewellers Association &
Jewellers Vigilance Canada

27 Queen Street East Suite 600

Toronto Ontario

Phone: 1-416-368-4840

Email: info@jewellerycrimecanada.ca

Web: www.jewellerycrimecanada.ca