

TIPS FOR RE-OPENING YOUR JEWELRY BUSINESS



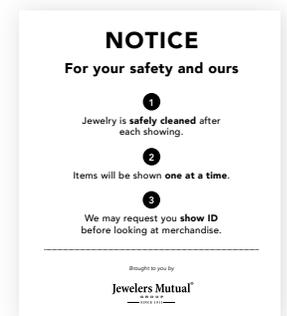
INTRODUCTION

It's been awhile since your store has been physically open for business. Now that states are slowly beginning to open, you're most likely cleaning your store and getting ready to implement new health and safety measures.

Jewelers Mutual Group is here to remind you of some basic loss prevention steps. We've compiled a list of important reminders that will help you get your business back up and running safely and keep it secure well into the future.

- Check in with employees and make sure they are healthy, comfortable and able to return to work. Contact your agent to reinstate insurance coverage that may have been temporarily reduced while closed.
- Contact Malca-Amit or your bank to set up a time to safely acquire or transport jewelry stock back to your store.
- Review alarm and surveillance systems to ensure they're functioning correctly. Verify your digital security is up-to-date (anti-malware, spyware, and virus protection; router encryption, etc.).

- Schedule time for your staff to meet and prepare to officially reopen.
- Plan for more than one employee to be present at retail locations.
- Display signs (right) that communicate your business's social distancing standards.
- Acquire cleaning and hygiene supplies, i.e., disinfecting wipes, gloves, masks.



TIPS FOR RE-OPENING YOUR JEWELRY BUSINESS

EDUCATING YOUR STAFF

Opening and closing procedures

- Open and close with no less than two people.
- Examine business surroundings before opening doors.
- Lock the door behind you after entering.
- Safely move jewelry from safe to showcases before unlocking doors.

Curbside pickups

- Have sound protocols to mitigate risk of theft during transfer of goods (i.e., buddy system).

How to identify casing

- Look for customers who are: overly curious, fidgety, fixture shopping, interested in everything, avoiding your attention.

What details to include in suspicious incident logs

- Casings, suspicious customers, suspicious vehicles and more should be kept in your digital or printed logbook.

How to recognize fraud

(Email “phishing” scams or over-the-phone “vishing” attempts)

- Don’t open suspicious emails with misspellings or unfamiliar email addresses. Hang up unusual phone calls, and don’t give out personal information over the phone.

Inventory control procedures

- Store jewelry in a secure safe when not displayed in showcases.

In-depth educational courses are available
on **JM University™**

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SELLING WITH SECURITY

- If feasible, have an exterior camera and ask customers to momentarily lower their mask in view of the camera before entering your store.
- If an outdoor camera isn't available, ask for a driver's license before showing products.



GENERAL TIPS

- ▷ Show only one item at a time.
- ▷ Lock showcases immediately after removing merchandise to show a customer.
- ▷ Lock showcases immediately after returning merchandise to the showcase.
- ▷ Loupe items before and after showing them to a customer.
- ▷ Never leave customers alone with merchandise.
- ▷ Never leave the showroom unattended.
- ▷ Keep showcase keys with you at all times using a wrist key holder.
- ▷ Use a code word or phrase to alert other associates of suspicious situations.
- ▷ Document suspicious activity and share it with crime prevention networks and your local police department.
- ▷ Match credit cards and checks with a photo ID.
- ▷ Validate phone and email purchase requests before shipping merchandise.

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SHIPPING PROCEDURES

- ❑ Upgrade to the most secure signature service (commonly referred to as an “adult signature”).
- ❑ Confirm your recipient’s current address and advise that your package is on the way before you print a label and send the package.
- ❑ Watch your package get scanned and obtain a receipt.
- ❑ Use expedited services.



GENERAL TIPS

- ▷ Avoid sending on weekends and holidays.
- ▷ Do not identify the package as containing jewelry or going to or from a jewelry business.
- ▷ Use labels that adhere to the box, not an adhesive sleeve.
- ▷ Print the label twice.
- ▷ Use two forms of packaging (Select an inner box or padded envelope and a slightly larger outer box).
- ▷ Affix labels to both the inner and outer package.
- ▷ Fill any empty space with packing materials.
- ▷ Never use a drop box.
- ▷ Track your package and follow-up with your recipient to confirm they received what they were expecting.

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RESOURCES

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- ▷ Centers for Disease Control
- ▷ Small Business Administration
- ▷ National Retail Federation
- ▷ Jewelers Support Network
- ▷ Jewelers of America
- ▷ Jeweler's Vigilance Committee
- ▷ MJSA
- ▷ Blog: "8 Step Guide for How to Open and Close a Jewelry Business"
- ▷ Cleaning Checklists and Protocols from American Gem Society

