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How Shoplifting Affects You & Your Family

By MalaMaal.com

How Shoplifting Affects You & Your Family

One of the most common non-violent crimes facing America today – and most of the world – is shoplifting. So prevalent is this problem, that most stores and shops automatically increases prices (as much as 10%) to cover these losses.

Shoplifters fall into several categories. First, there are the "professionals". They make their living by stealing – most often to their "customers" specifications. They have to perfect their technique to operate . . .to remove labels with scissors or razor blades, that could incriminate them if caught . . .or by designing a "booster" box for stolen articles. . . or the expert use of "bad bags" (shopping bags) . . . or "booster" skirts or pants (ordinary appearing garments with baglike compartments inside). . .plus dozens of other clever "professional's tools". Some take things they could easily pay for and perhaps do not even want. These offenders may suffer from kleptomania, a neurotic, irresistible impulse to steal. This is almost never done for the purpose of acquiring the item taken. While these people may not necessarily be considered mentally ill, generally "kleptomaniacs" are emotionally disturbed.

The greatest number of shoplifters are "amateurs". Usually, they have little money, few scruples & an intense desire to own luxuries. Psychologists say the four most common urges and emotions underlying these crimes are: (1) Profound feelings of guilt, (2) A wish to be punished, (3) A need to prove their worth and/or (4) an impulse to retaliate for real or fancied wrongs. These shoplifters are not necessarily ill or disturbed, they simply steal because it pays.

Whether the item taken is of little value (as a candy bar or piece of bubble gum), or of greater worth (typewriter or camera) it is still shoplifting and it is still a crime. These crimes affect us all by being forced to pay higher prices.

HOW TO TELL IF YOUR CHILDREN ARE SHOPLIFTERS – No matter how young children are, they must be taught that to take anything without paying for it is a wrongful act. If a child does not realize this at an early age, it may set a pattern that could follow him into adulthood, with disturbing consequences.

How Shoplifting Affects You Your Family

The simplest way to prevent a child from stealing is to watch him at all times while you are shopping and reprimand him when the act takes place. If this fails, take him to the store manager or other authoritative personnel and say something like "My son took this. Will you please tell him what happens to people who steal".

Naturally, it is a more serious problem when teenagers and adults engage in shoplifting. A friend or family member may be extremely secretive, but if they engage in shoplifting regularly, there are usually giveaway clues as to their activities: (1) Extra unexplained income, (2) Possession of luxuries you know they cannot afford, (3) Secretive habits during certain times of the day, and/or (4) Lavish gifts on friends and acquaintances.

WHEN YOU DISCOVER A SHOPLIFTER – If it's a stranger in the illegal act, notify store personnel. If

it's a friend or family member, warn him first. If this fails, convince him to see a doctor. As a last resort, you may have to notify police, to save him from ridicule, disgrace and extreme hardship later.

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What Are You Really Selling?

By Mike Delaney

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What are you selling? The answer to that simple question must be deeply ingrained if you are to succeed. But the answer is not as simple as it appears.

If your answer named an item, such as "light bulbs", your light bulb company will soon perish. If you named a service, such as "employee anti-shoplifting training", your time as a consultant is short-lived.

Light bulbs and employee training are the products you provide. If you are to be successful, the product cannot be what you sell to potential customers. What does your product provide to the customer?

In other words, if you are an anti-shoplifting trainer, what benefit does your service provide for the particular customer to whom you are selling?

"Oh, I get it ..." you might think, "I'm not selling employee anti-shoplifting training, I'm selling the educated staff that the training produces. Very clever gimmick, Mr. Delaney."

Now you are thinking along the right line, but that is still not what you are really selling. While employees who are educated about theft are, indeed, a result of your training, there are thousands of employees working for companies, other than your customer's, with that same advantage. Does this particular customer derive any benefit from those employees? No. How will this particular customer benefit from the training you can provide?

By training this client's employees, you provide the client with educated employees. As a result of having a staff of shoplifter-aware employees, shoplifting in the store is reduced, resulting in what? It results in greater profits for the customer. That increase in profitability for the customer's business is what you are really selling.

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The most important client question that your presentation must definitively address is "what's in it for me?" or, "why do I need what you are selling?" Continue digging deeper into your answer to "what are you selling?" until the your response also answers the customer's most important question. If your are to be successful, *that* is what you are selling.

So, if your product is a light bulb, and a feature of the light bulb is that it provides light, what's in it for the customer? What are you really selling? You are selling the customer the opportunity to see clearly.

So again I ask: what are you really selling?



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