

Lessons in loss and the people and processes that cause shrinkage form the main study subjects on the curriculum of the new Loss Prevention Academy (LPA) – an ORIS initiative aimed at educating security suppliers on how to better sell to the retail sector.

Suppliers of loss prevention products are going back to school as part of this pioneering initiative to learn more about their customers' issues in order to increase business opportunities and the effectiveness of their sales team.



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Simon Edgar of Checkpoint Europe, Business Manager - Shrink Management Solutions

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The course encourages loss prevention suppliers to 'think shrink' and beyond the mentality of 'box shifting' and commission selling - features that have traditionally characterised the loss prevention technology sector.

This one day interactive course gives students a real understanding of what shrinkage and profit protection is all about and its importance and impact on the bottom line of the business by providing a unique insight into the challenges facing loss prevention departments.

The course is designed to increase business by enabling the sales team to get into the shoes of their prospects in order to develop profitable relationships of their potential customer – the loss prevention managers of retail organisations.

Laurence King, Managing Director of the ORIS Group – the UK's leading loss prevention specialist, says: "Shrinkage is often a failing of people and process that cost the

European retail sector 32 billion last year alone - according to the European Retail Theft Barometer. Knowing who and what the causes are helps in the measurement and subsequent prevention of shrinkage because you can't arrest the problem and the perpetrators until you know exactly what it is you are dealing with."

He adds: "For many suppliers the standard practice is to push technology at retailers without understanding if it fits the requirement. To sell to retailers they have to start thinking like a retailer and understand the issues facing their customer. They can only do this by getting into their customers shoes and seeing things their way and ORIS LPA enables suppliers to do just this."

Anne Frost of the ORIS Group and author of ORIS Loss Prevention Academy adds: "At the ORIS Group we have many years experience of working in retail loss prevention departments between us so we are ideally placed to produce an education programme for loss prevention solution providers that gives an real insight as to the challenges facing loss prevention departments in addressing shrinkage."

The first students to take advantage of LPA are Checkpoint Systems, the world's largest producers of RF EAS tagging technology for the retail sector which has put a number of its European sales personnel through the Academy.

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