



STRATEGIZING YOUR

SECURITY

FAST FIVE SPONSOR HIGHLIGHT





MAXIMIZING RETAIL Security Efficiency

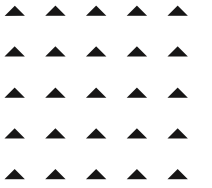
Benefits of Using LPOs & Tactical Guards

Ranko Vukovic
CEO, Blackbird Security



How can retailers achieve the most cost-effective approach to security?

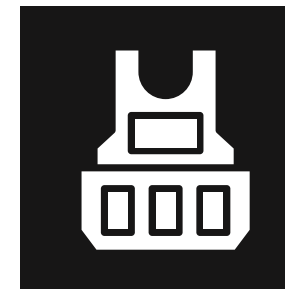




RETAIL SECURITY SERVICE OPTIONS



Loss Prevention
Professionals



Tactical Guards



Other Services

- Uniformed
- Elite Suit & Tie



LOSS PREVENTION PROFESSIONALS



Service Highlight:
Effectiveness through product recovery

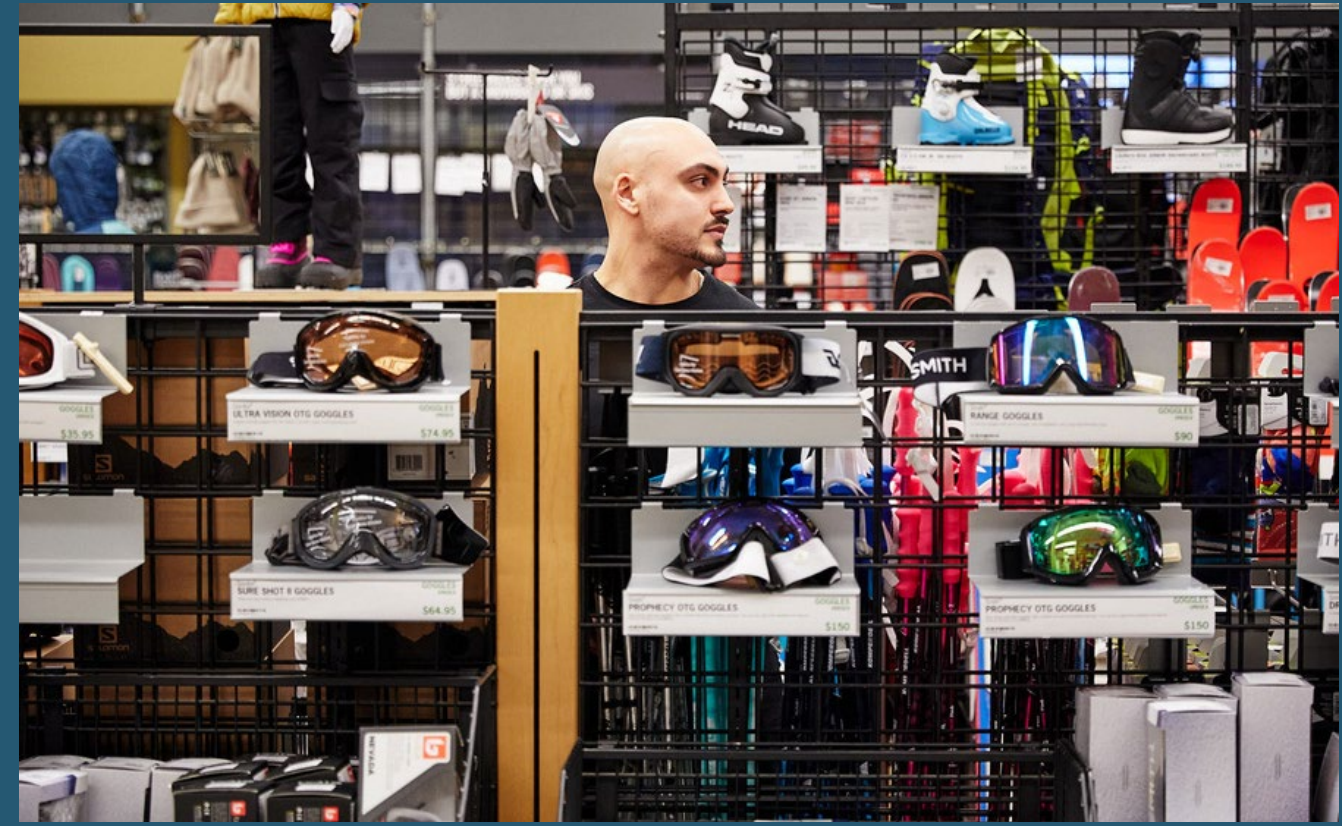


Benefit to
Retailers: Balance spending costs with
the total recoveries made



Effective for Clients Who Are:

- Worried about recovering assets
- Wanting to maintain a subtle security approach



TACTICAL SECURITY GUARDS



Service Highlight:
Effective in retaining products by providing a strong visual deterrent



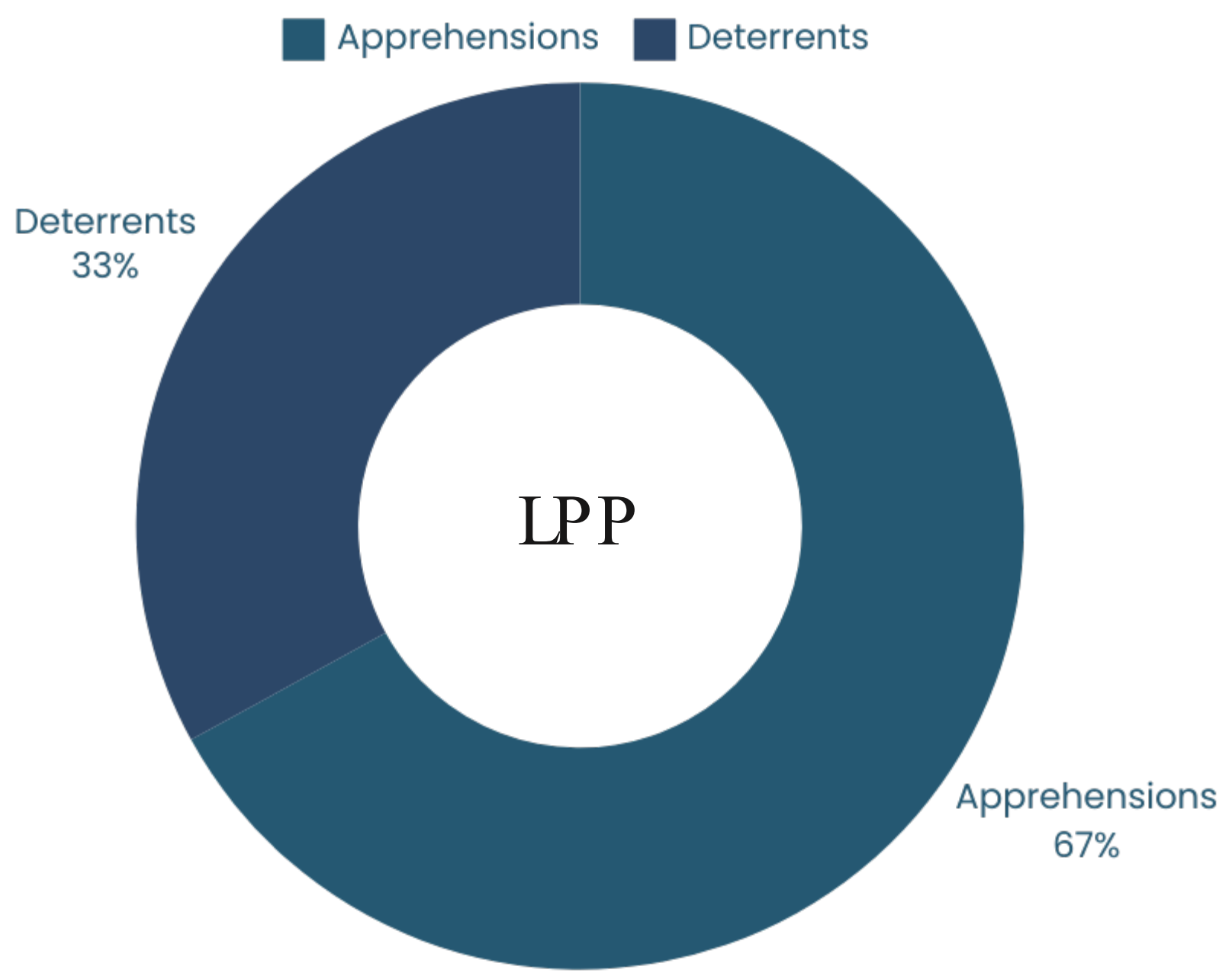
Benefit to Retailers:
Retains the majority of shoplifting incidents before they occur



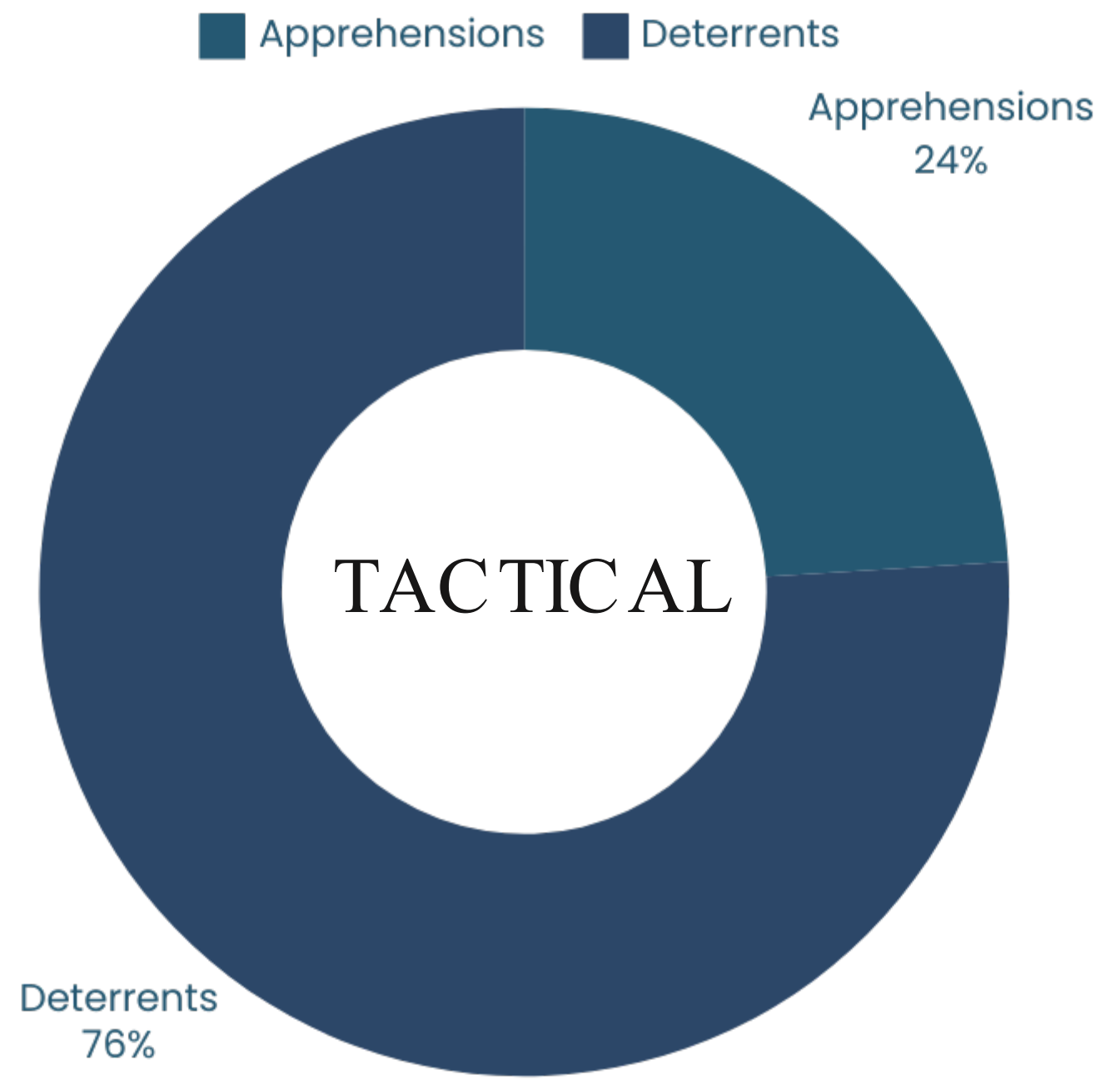
Service Advantage:
This tactic is faster-paced and guards can address a wider area of effect



DATA COMPARISON



Average \$9,164/Month Recovered

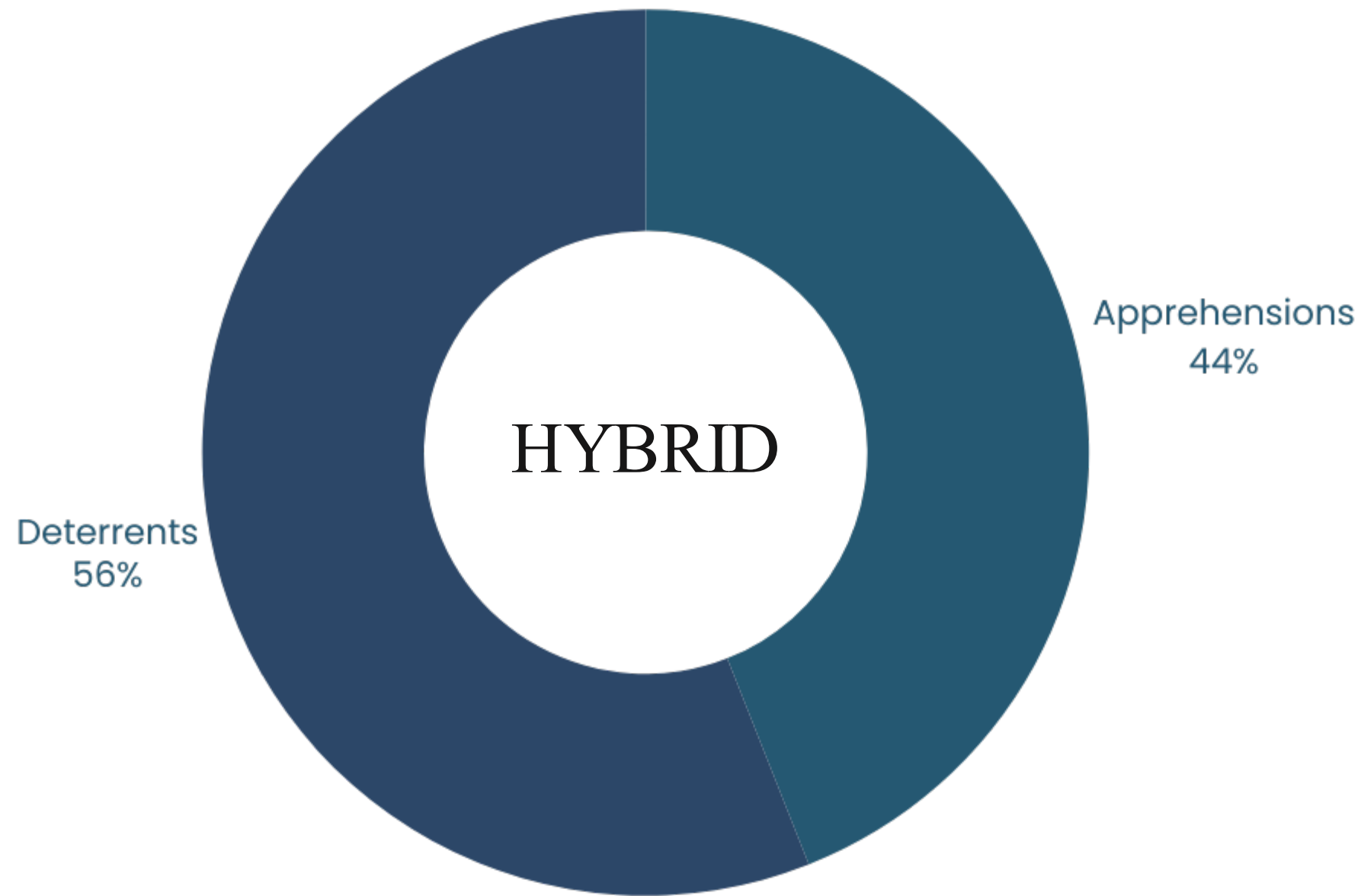


Average \$7,967/Month Deterred



HYBRID MODEL LPP & TACTICAL

■ Apprehensions ■ Deterrents



Average \$11,453 in Recovery Value

- Tactical Guards:
 - Can cover the floor while the LPP is busy with the detainment of a suspect
 - Provide visual deterrent
- Loss Prevention Professionals:
 - Easily can follow suspects and conduct required 5-steps involved with arrests
 - Plain-clothes appearance
- Covers each other's blind spots
- Security isn't one-size-fits-all; customize your service to suit your store's unique needs.





RESEARCH & EXPERIENCE

- Blackbird monitors client needs closely, analyzing KPIs and national trends to guide tailored security solutions.
- Our research reveals the importance of considering various factors unique to each retailer for cost-effective security.
- Understanding the strengths of services like LPPs, Tactical Guards, or their combination helps optimize security investment.
- Blackbird emphasizes adaptability and client satisfaction, urging retailers to tailor security for maximum effectiveness.
- Security isn't one-size-fits-all; customize your service to suit your store's unique needs.





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