

Christmas and Money!

December 2023

You know this is one of the most joyous times of the year. Many of us have wonderful memories of this season. Kids can't wait for the gifts under the tree. We all love the parties and shopping, the eggnog and family gatherings, and we often tend to lower our guard just a little.

Yet it is also one of the busiest, most stressful times of the year. And thieves know you have things in your home that they can steal. An estimated \$130.5 million in value is lost during the holiday season (2021). Wow, think about that. Jewelry, computers and furs are the top items stolen this time of year. How many of us have at least one of those items in our homes?

Think about this, almost 5,000 burglaries happened December 24-25, 2021, in the United States. The annual average loss goes up by almost 5%. The highest crime states are New Jersey, Pennsylvania, Illinois, California, Massachusetts, Florida, Oregon, New York, Washington and Texas.

By state, Californians lose the most to burglaries in this festive season—almost **\$6,000 of stolen property per theft**.

The city with the highest dollars stolen each year is Las Vegas at **over \$9,000 per theft**.

In the Greater Chicago Area (incidentally the setting of Home Alone), burglaries see a **66% bump in December**.

Okay, so why am I telling you all of this? As security professionals, it is our job to tell these stories to help people make important decisions, so they are not susceptible to this type of crime. Think about it. How would you feel if this happened to you during one of the happiest seasons of the year? What if you were a family with children who know Santa comes every year and delivers the presents under the tree, yet this year, the crooks beat him?



We must understand that as parents and good people we need to take a stand on crime and protect our families. We cannot “hope” that everything will be alright. That won't work. We must tell the story of how you protect yourselves, what you must do—and as quickly as possible—because no one can predict the future. None of us know what is going to happen next.

Here is a little secret for you. Prospecting is the most important key to sales. To become successful in selling, you must become absolutely obsessed with the activity and techniques of prospecting. No matter how well you close the sale, handle the objections, make the presentation, or how good your product is, prospecting will be the primary support required to provide you with a never-ending flow of people who can be convinced they will benefit from your products or services. As you will hear throughout your sales career, sales is a numbers game. It is a constant process of getting rid of prospects, either because they will buy or will not. For every sale you make (or lose) you must replace that person with additional prospects or leads.

So, help yourself as well as other people who desperately need you this time of year. Make sure you have a passionate story to tell. Make sure you believe in it, and you can tell it professionally. Always make sure you can close the prospect with a reasonable closing technique and help them feel good about their decision. Then you can, and will, have a wonderful Christmas season.

Merry Christmas everyone and a Happy New Year!

Jack