

HOW TO EVADE A STAMPEDE OF SHOPPERS

★ Stay focused and visualize your goal.

Do not freeze in front of the pack; do not wait for the crowd of shoppers to get close before you make your move. Reacting early and decisively in crowds offers your best shot at survival.



Brace for an oncoming crowd by wrapping your arms tightly around your packages.

★ Avoid herd mentality.

Animals travel in herds because there is safety in numbers, and the safest place is at the center of the pack, insulated from predators. Avoid the temptation to join the herd—you cannot shop if you cannot see the merchandise.

★ Do not move toward the oncoming herd.

You risk being trampled if you try to thread your way through a stampede. If you are unable to get out of the way of a fast-moving crowd, bring your arms in tightly around any packages you are carrying, turn your body in the direction of the crowd, and let yourself be carried along as you work your way to the outside of the herd.

★ Maximize your movement options.

If you need to negotiate a crowd, stay on the edge. Use the space near the walls to gain a few extra yards of room. Most shoppers will leave at least several feet between themselves and surrounding walls. This will give you room to maneuver.

Be Aware

When heading into a shopping situation where crowds may be present, wear proper shoes. Open-toed shoes offer minimal protection for your feet, and high heels will restrict your mobility. Select shoes with flat heels. Rubber soles provide better traction.

HOW TO PENETRATE A CROWD TO GET THE LAST ITEM ON THE SHELF

- 1 Move slowly and decisively toward the front without appearing too aggressive.**
Shoving or cutting people off will provoke flying elbows and closed ranks.
- 2 Keep your eyes on the other shoppers, so you can anticipate their movements.**
- 3 Maintain a calm demeanor as you close in on the target item.**
Breathe evenly and slowly. Avoid signaling your urgency, which might alert the crowd to the desirability of the toy or other target. Avoid stepping on toes or panicking other shoppers, which may cause a stampede.
- 4 Smile.**
- 5 Grab the item.**
Tuck it under your arm as you would a football to prevent it from being knocked or torn loose.
- 6 Proceed to the nearest cash register.**
Continue to move with the crowd until you are able to slip down an aisle unnoticed.

**WORST-CASE
SCENARIO.**