

Public Dispute & Objection Playbook

Command Authority Under Pressure

Defensive replies destroy brand equity. Scripted corporate apologies sound robotic. Use these unsentimental frameworks to address negative comments in a way that builds unshakeable authority and converts silent readers. Never argue. Never plead. State the facts.

THE RESPONSE FRAMEWORK

1. Acknowledge

Validate the frustration without automatically accepting fault.

2. Clarify

State the operational facts cleanly. No emotions.

3. Direct

Move them to a private channel or state the exact next step.

SCENARIO 01

Competitor Comparison

“Why is this so expensive? Brand X sells the exact same thing for half the price.”

STRATEGY

Do not defend the price. Do not disparage the competitor. Ground your value in material reality and ethical sourcing. Silent readers are looking for confidence, not a justification.

EXECUTION

"You can certainly find cheaper alternatives elsewhere. Our pricing reflects the quality of our materials, production standards, and the time invested into creating a product designed to last. We construct pieces for longevity. If you are looking for a single-season item, we might not be the right fit."

SCENARIO 02

*Aesthetic Critique & Viral Hate***“This is hideous. Who would actually wear this in public?”**

STRATEGY This is engagement bait. Do not take it personally. Use it to polarize the audience and attract your actual target demographic. Unapologetic ownership of your specific niche is required here.

EXECUTION

"We design for a very specific aesthetic. Our pieces are intentionally structural and oversized. They are not meant to appeal to everyone. Those who wear our collections understand the vision."

SCENARIO 03

*Severe Shipping Delays***“I ordered this three weeks ago and it hasn't shipped. You guys are a scam.”**

STRATEGY Do not hide behind "unprecedented times" or blame couriers. Take immediate ownership, explain the exact bottleneck, and provide a rigid timeline alongside a clean exit option. **Never promise a date you cannot guarantee.**

EXECUTION

"We failed to meet our shipping window. An unexpected delay in fabric sourcing pushed our production schedule back by fourteen days. Your order will dispatch this Friday. If you prefer not to wait, reply to your order confirmation email and we will process an immediate, full refund."

SCENARIO 04

"Artificial Scarcity" Accusations

“You're always out of stock. This artificial scarcity is a gross marketing tactic.”

STRATEGY

If your inventory is intentionally limited because of production capacity or operational constraints, explain that transparently. Reject the premise of manipulation while restating your model.

EXECUTION

"We understand the frustration. We produce in strictly limited, small batches to ensure meticulous quality control and prevent deadstock waste. We will not compromise quality by overproducing. Securing a piece requires joining the waitlist."

SCENARIO 05

Vague 1-Star Review

“★ ★☆☆☆ "Very disappointed. The quality isn't worth the price."”

STRATEGY

Do not get defensive over subjective opinions. Acknowledge their experience, clarify your standard, and immediately direct them to your resolution channel. You are writing for future buyers, not the angry reviewer.

EXECUTION

"We are sorry to hear this didn't meet your expectations. We stand strictly behind our production quality. Please email our support team with your order number so we can inspect this issue and process a return if the item is defective."

SCENARIO 06

Fulfillment Error (Wrong Item)

“You sent me the wrong color! I needed this for an event this weekend.”

STRATEGY

Admit the fault immediately without making excuses. Clarify how you are fixing it right now. Direct them to the private channel to coordinate logistics.

EXECUTION

"This is completely our error. We are overnighting the correct color to you today, along with a prepaid return label for the incorrect item. Please check your DM so we can confirm your expedited tracking number."

SCENARIO 07

Objectively Wrong Customer

“Where is my order? I placed it this morning and have zero updates. Scam!”

STRATEGY

Do not be sarcastic. State the operational policy cleanly. Acknowledge their urgency, clarify the standard processing time, and direct them on what to expect next.

EXECUTION

"We received your order at 9 AM today. As stated on our shipping policy, all orders require a standard 48-hour processing window before dispatch. You will receive an automated tracking link as soon as it leaves our facility tomorrow."

SCENARIO 08

*Influencer Criticism***“Creator video: “Do not buy from this brand, the quality is terrible.””**

STRATEGY

Never attack the creator. Never act defensive. Acknowledge their platform, clarify your standards to their audience, and direct the conversation offline. You must appear completely unfazed.

EXECUTION

"We appreciate you sharing your honest feedback with your audience. We hold our production to very strict standards and are disappointed to hear this piece fell short. We have sent you a DM to arrange a full return and investigate the batch."