

# Corporate Escalation Worksheet

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**From:** Travis J. Martin - How to Fight Corporations and Win

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## Three-Letter Escalation Strategy Planner

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Use this worksheet to plan your escalation campaign before you send anything.

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### Case Information

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**Company Name:** \_\_\_\_\_

**Your Account/Transaction #:** \_\_\_\_\_

**Date of Original Issue:** \_\_\_\_\_

**Amount in Dispute:** \$ \_\_\_\_\_

**Desired Outcome:** \_\_\_\_\_

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### Letter #1: Soft Approach (Cooperative Tone)

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**Purpose:** Give them a chance to fix it informally

**Target Recipient:**

- Customer Service Department
- Billing Department
- Other: \_\_\_\_\_

**Key Points to Include:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Tone Checklist:**

- Polite and professional
- Assumes good faith/mistake
- Brief (1 page or less)
- Clear request for resolution
- Reasonable timeline (7-10 days)

**Send Date:** \_\_\_\_\_

**Response Deadline:** \_\_\_\_\_

**Method:**  Email  Online Form  Mail

**Result:**

- Resolved - STOP HERE
- Partial resolution - negotiate
- No response - proceed to Letter #2
- Denied - proceed to Letter #2

**Notes:** \_\_\_\_\_

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## **Letter #2: Firm Approach (Assertive & Evidence-Driven)**

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**Purpose:** Signal that you're organized, informed, and serious

**Target Recipient:**

- Supervisor/Manager
- Escalations Department
- Corporate Customer Relations
- Other: \_\_\_\_\_

**Evidence to Attach:**

- Timeline of events
- Email correspondence
- Call logs with reference numbers
- Photos/screenshots
- Receipts/statements
- Other: \_\_\_\_\_

**Legal/Policy References to Cite:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Tone Checklist:**

- Professional but firm
- Fact-based, not emotional
- Organized with numbered points
- References specific policies/laws
- Mentions prior attempts to resolve
- Clear deadline (14 days)

**Send Date:** \_\_\_\_\_

**Response Deadline:** \_\_\_\_\_

**Method:** [ ] Email [ ] Certified Mail [ ] Both

**Result:**

- Resolved - STOP HERE
- Partial resolution - negotiate
- No response - proceed to Letter #3
- Denied - proceed to Letter #3

**Notes:** \_\_\_\_\_



## Letter #3: Legal/Executive Approach (Formal Structure)

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**Purpose:** Trigger review by legal, compliance, or executive team

**Target Recipient(s):**

- CEO/President
- General Counsel
- Chief Customer Officer
- Compliance Department
- Other: \_\_\_\_\_

**How to Find Executive Contact:**

- Company website (About/Leadership page)
- LinkedIn search
- SEC filings (for public companies)
- Corporate registry/Secretary of State
- Press releases

**Executive Name:** \_\_\_\_\_

**Executive Title:** \_\_\_\_\_

**Executive Email:** \_\_\_\_\_

**Corporate Address:** \_\_\_\_\_

**Evidence Preservation Notice:**

- Include formal preservation language
- Specify documents to preserve
- Note potential legal proceedings

**Escalation Threats to Include:**

- Regulatory complaint (FTC, CFPB, State AG)

- Chargeback/dispute with bank
- Arbitration (per Terms of Service)
- Small claims court
- Social media/review sites (use carefully)
- Media contact (for egregious cases)
- Other: \_\_\_\_\_

**Tone Checklist:**

- Formal and structured
- Includes evidence preservation notice
- References all prior attempts
- Cites specific statutes/regulations
- Clear, final deadline (14-21 days)
- States next steps if unresolved

**Send Date:** \_\_\_\_\_

**Response Deadline:** \_\_\_\_\_

**Method:** [ ] Certified Mail + Email [ ] Certified Mail Only

**Result:**

- Resolved - DONE
- Partial resolution - final negotiation
- No response - execute escalation plan
- Denied - execute escalation plan

**Notes:** \_\_\_\_\_

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## Post-Letter #3 Escalation Plan

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If Letter #3 fails, execute these steps:

## Regulatory Complaints

### FTC Complaint:

- Filed at [ftc.gov/complaint](https://www.ftc.gov/complaint)
- Confirmation #: \_\_\_\_\_
- Date: \_\_\_\_\_

### CFPB Complaint (for financial services):

- Filed at [consumerfinance.gov/complaint](https://www.consumerfinance.gov/complaint)
- Confirmation #: \_\_\_\_\_
- Date: \_\_\_\_\_

### State Attorney General:

- Filed at: \_\_\_\_\_
- Confirmation #: \_\_\_\_\_
- Date: \_\_\_\_\_

### Industry-Specific Regulator:

- Agency: \_\_\_\_\_
- Filed: \_\_\_\_\_
- Confirmation #: \_\_\_\_\_

## Financial Remedies

### Chargeback/Dispute:

- Filed with bank/credit card
- Date: \_\_\_\_\_
- Reference #: \_\_\_\_\_
- Result: \_\_\_\_\_

## Legal Action

### Arbitration:

- Initiated per Terms of Service
- Provider: \_\_\_\_\_
- Case #: \_\_\_\_\_
- Filing fee: \$ \_\_\_\_\_

### Small Claims Court:

- Filed in: \_\_\_\_\_
  - Case #: \_\_\_\_\_
  - Court date: \_\_\_\_\_
  - Filing fee: \$ \_\_\_\_\_
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## Tracking Your Progress

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### Timeline Summary

Date	Action Taken	Response Received	Next Step

### Total Time Invested

- Hours spent: \_\_\_\_\_
  - Money spent (filing fees, postage, etc.):  
\$ \_\_\_\_\_
  - Amount recovered/saved: \$ \_\_\_\_\_
  - Net outcome: \_\_\_\_\_
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## Pro Tips for Success

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### DO:

- ✓ Wait for each deadline to expire before escalating
- ✓ Keep copies of everything you send
- ✓ Track delivery confirmation for all mail
- ✓ Stay professional even when frustrated
- ✓ Document every interaction
- ✓ Be willing to negotiate reasonable settlements

### DON' T:

- ✗ Skip steps - follow the ladder
  - ✗ Make threats you won' t follow through on
  - ✗ Send angry, emotional letters
  - ✗ Lie or exaggerate facts
  - ✗ Ignore reasonable settlement offers
  - ✗ Give up after Letter #1
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## Success Indicators

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You' re on the right track if:

- ✓ Each letter is shorter and more structured than the last
  - ✓ You' re escalating to higher levels of authority
  - ✓ Your tone is getting firmer but staying professional
  - ✓ You' re adding more legal/regulatory references
  - ✓ You' re setting clear, reasonable deadlines
  - ✓ You' re documenting everything
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## Final Checklist Before Sending Any Letter

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- Proofread for typos and errors
  - All facts are accurate and verifiable
  - Tone is appropriate for escalation level
  - Deadline is clear and reasonable
  - Contact information is correct
  - Evidence is attached (if applicable)
  - You have a copy for your records
  - You' re prepared to follow through on next steps
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**Remember:** Escalation is a process, not an event. Be patient, persistent, and professional.

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