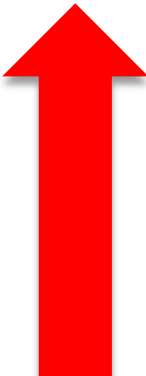



# Turning Selling into Buying<sup>®</sup> by Chunking the Hierarchy of Ideas

**Abstract - Vague - Concept - Sameness**

## Chunking Up



*“What is.....an example of?”*  
*“For what purpose is.....?”*  
*“What is.....a part of?”*  
*“What does.....mean?”*  
*“What does.....do for you?”*  
*“What is the intention of....?”*  
*“What is.....trying to achieve here?”*



*“What specifically.....?”*  
*“What are examples of.....?”*  
*“Give me more detail about.....”*  
*“What is the root cause of....?”*  
*“How did you do that?”*  
**Who, What, When, Where? Questions**

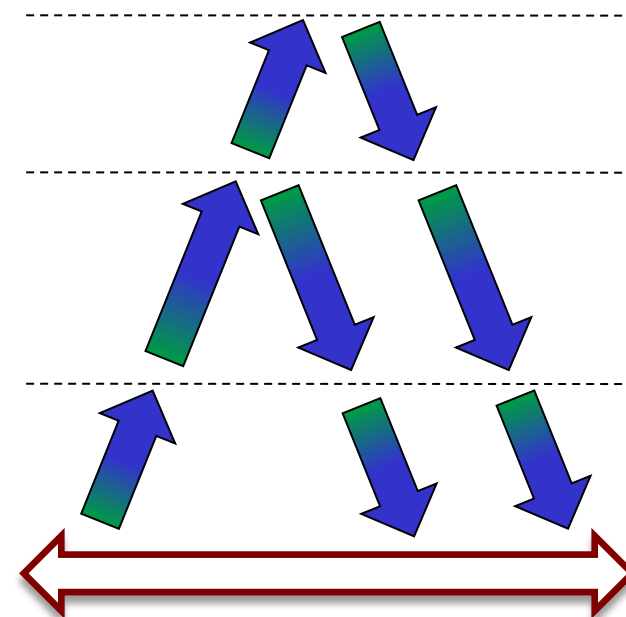
## Chunking Down

**More Specific - Concrete - Details**

*“What’s another example of this?”*  
*“Anything Else?”*  
*“So What Else is like that?”*



## Horizontal Chunking



## Lateral Chunking

to a better place...