

# 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?”*

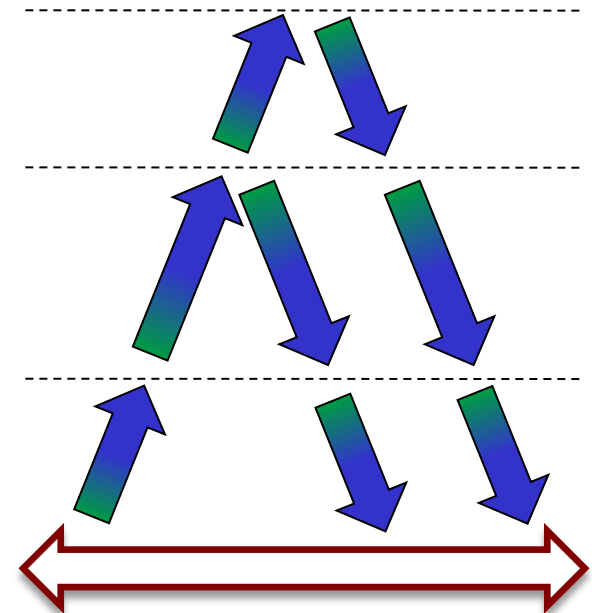
- “What specifically.....?”*
  - “What are examples of.....?”*
  - “Give me more detail about.....”*
  - “What is the root cause of....?”*
  - “How did you do that?”*
- Who, What, When, Where? Questions**

## 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...*