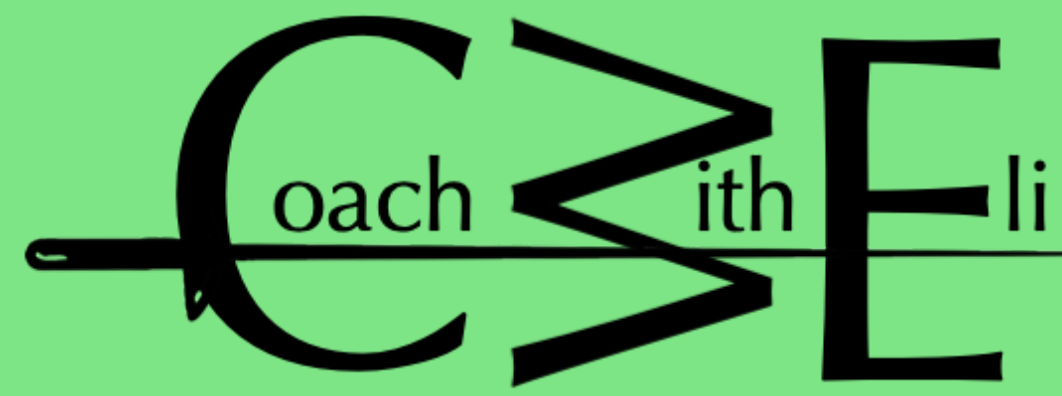


Practice Makes Perfect(er) *Chunking with Objections*

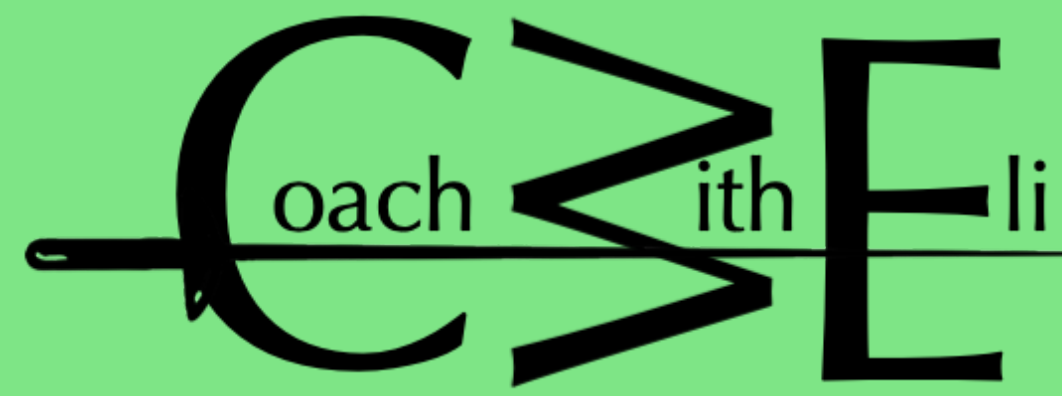


What is Chunking?

Chunking refers to changing levels of detail and information.

You can **chunk up** to the bigger picture as you become more abstract

You can **chunk down** to the details as you get more and more specific



How to Chunk Up

To chunk up, you can ask:

- For what purpose?
- What's this an example of?
- What is your intention?

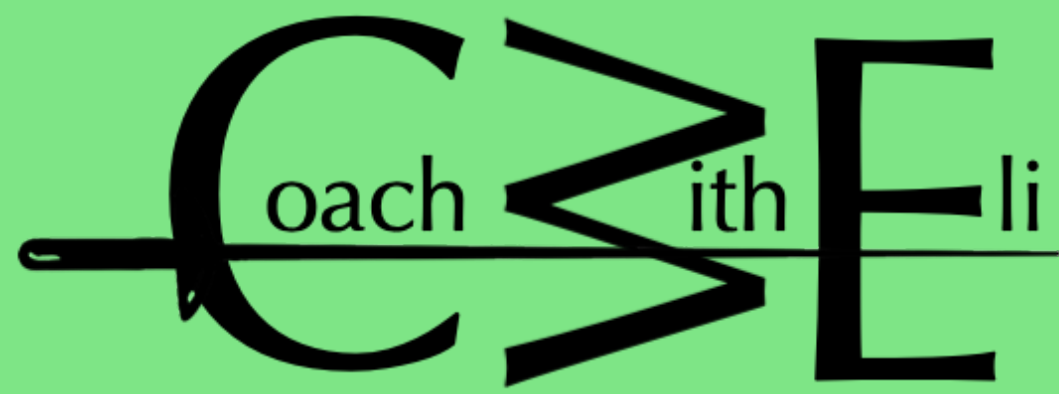
Example: Start with the word “bread”

What is bread an example of? → **Food**

What is food an example of? → **Energy**

What is energy an example of? → **Life**

What is life an example of? → **Existence**



How to Chunk Down

To chunk down, you can ask:

- What are examples of this?
- What specifically?

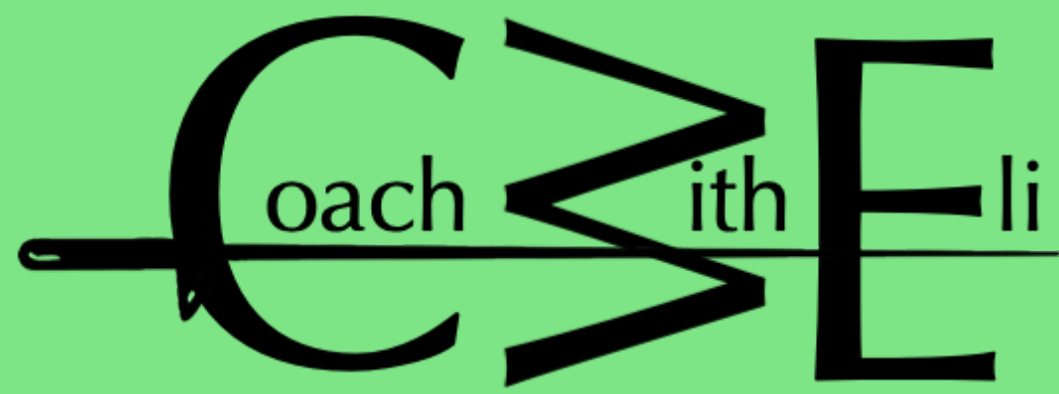
Example: Start with the word “bread”

What are examples of bread? → **Sourdough**

What are examples of sourdough? → **San Francisco Sourdough**

What are examples of San Francisco Sourdough? → **Boudin Bakery**

Which Boudin Bakery specifically? → **The one at 160 Jefferson St**



How to Lateral Chunk

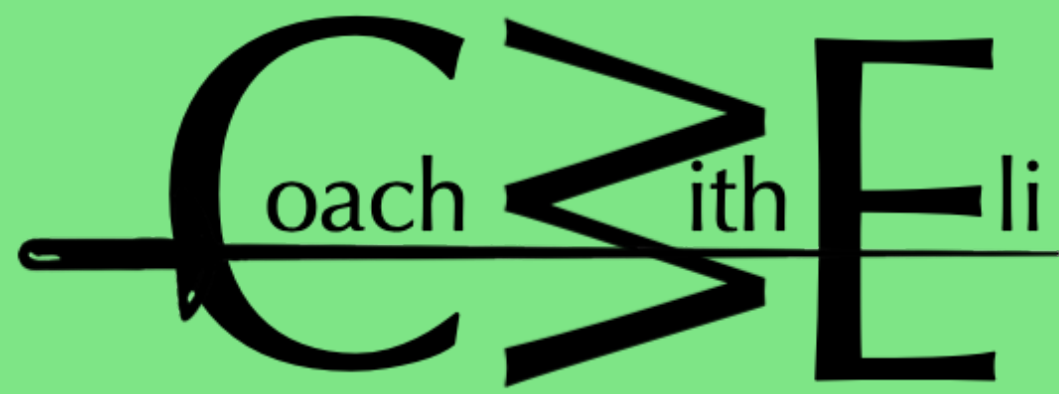
To **lateral chunk**, you simply chunk up at least one level, and then chunk down to something else!

Example: Start with the word “bread”

What is bread an example of? —> **Food**

What is A DIFFERENT example of food? —> **Popcorn**

Lateral chunking is an easy way to develop rapport. Just think of all the things you could have in common if you just chunk up one level!

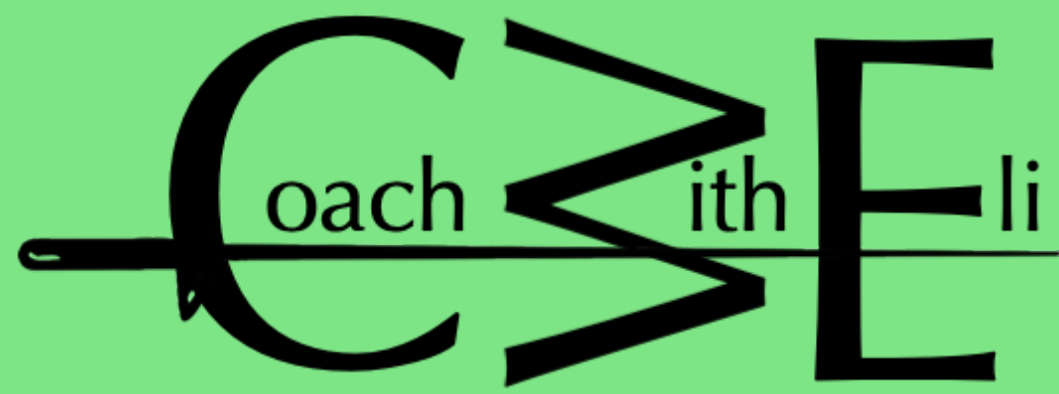


Chunking in Sales and Negotiations

Moving up and down the ladder of chunk size is a very important element of sales and negotiation.

Objections should be **chunked up** to discover the purpose/intention of the objection, and also **chunked down** as much as possible to discover the details/structure of the objection. Then use the information you've learned to **lateral chunk** (discover an alternative) to serve the higher intention.

When negotiating, **chunk up** as much as is necessary until there is agreement, *then* **chunk down** to specific actions. Repeat as necessary.



Chunking in Sales and Negotiations

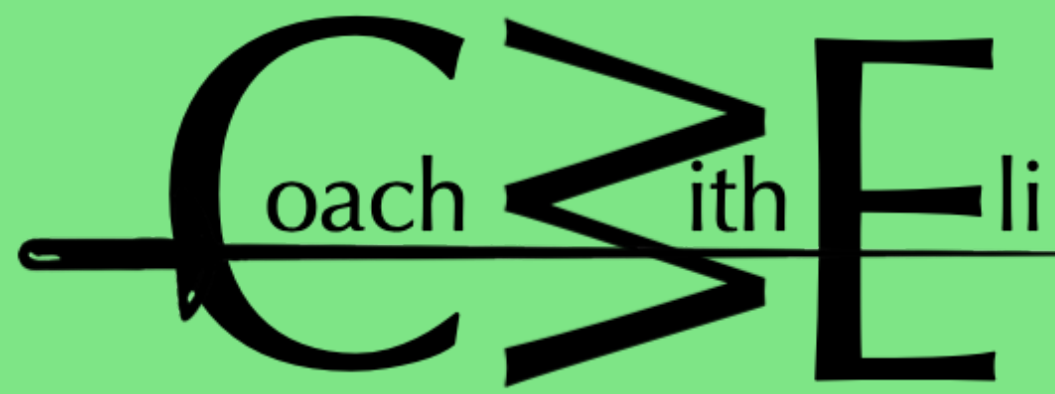
You can separate intention from behavior in sales and negotiation by **chunking up**...

- For what purpose?
- What's your intention?

Understanding *the reason why* someone is behaving a certain way will ultimately help you move them toward their larger and more significant goal. Each time a person gets excited about their larger goal, begin **chunking back down** to activities and terms that will help them accomplish their desired outcome.

In sales, this shows up as handling objections.

In negotiations, this is used to keep each party connected to a larger positive shared outcome while specific terms are discussed and agreed upon.



Chunking for the Structure of the Objection

Step 1

Ask: What is the real objection?

Example: I don't know if I can afford that

Step 2

Chunk down...

What specifically can you not afford?

The price is really high

- What would be an affordable price for you?

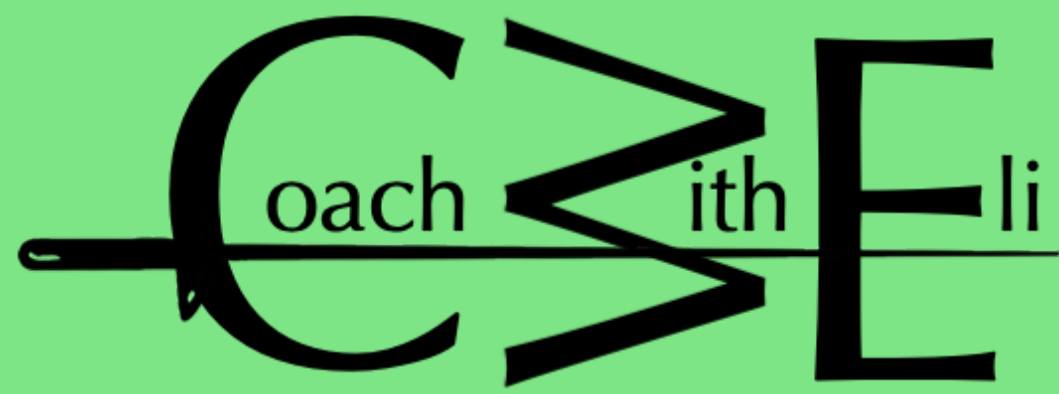
Something less

- How much less specifically?

Half

- If it was half the price, you would sign up right now?

Yes



Chunking for Motivation

Step 1

Ask: What is the motivated outcome that taking action would give you?

Example: If you sign up, what will the opportunity give to you?

Step 2

Chunk up...

Example: What will that do for you?

A chance to practice my skills

- What will that do for you?

That will make me a better and more confident coach

- What is the intention of being a better and more confident coach?

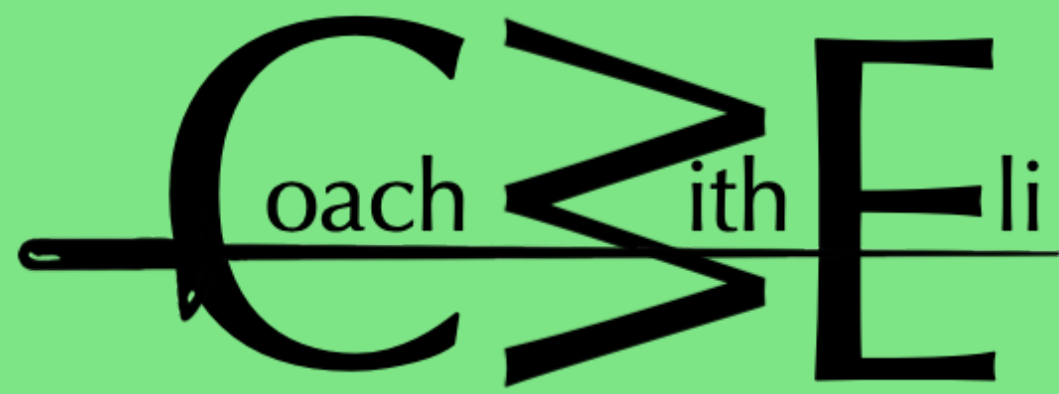
So I can charge more money and have more client

- What will charging more money and having more clients do for you?

It will give me financial security

- And what is the purpose of having financial security?

Peace of mind



Connect the Objection with the Motivation

Step 1

Ask yourself: How is the objection keeping this person from their desired outcome?

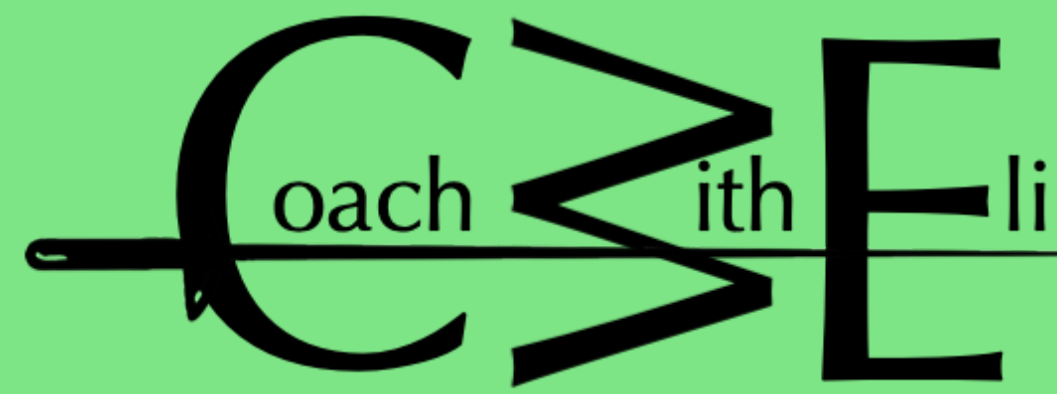
Step 2

Offer a reframe that connects the chunked down objection with the chunked up desired outcome. You can chain the answers together to create a compelling story and check for agreement.

Example: So if I'm hearing you correctly, you are concerned about spending money, which is totally valid. It's important to make smart financial decisions. I'm also hearing that what you really want is for people to pay you more so you can have financial freedom and ultimately, that will give you peace of mind. Am I right?

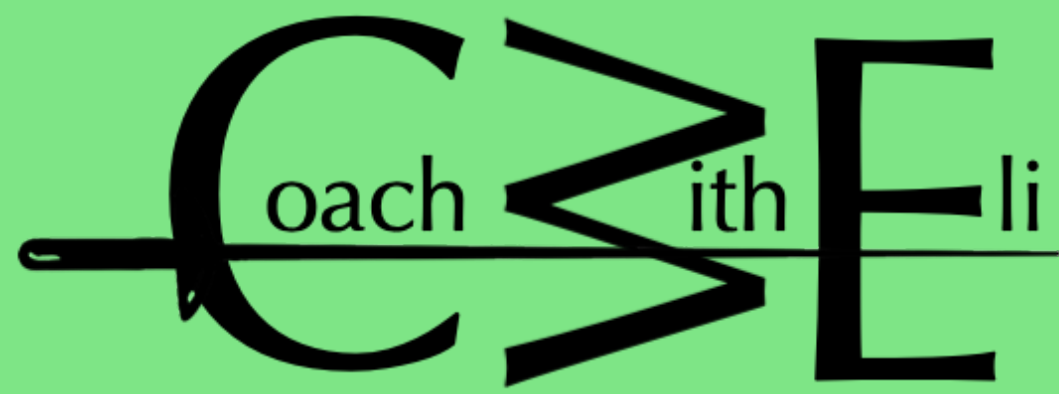
And for people to pay you more, you need confidence in your coaching skills so you know that you are worth more and can charge more. Is that right?

So if you believe that signing up will make you a better and more confident coach, so you can charge more, have financial freedom, and have peace of mind, then we need to sign you up right away.



Practice

- Practice chunking objections
 - Chunk down to the specific objection
 - Chunk up to the motivated desired outcome
 - Figure out how the objection is actually preventing the desired outcome
 - Build a story and check for agreement



Chunking Question Variations

Chunking Up

For what purpose?

_____ for what purpose?

For what purpose do you want _____?

What is the intention of _____?

What will _____ do for you?

What will _____ give you?

What does _____ mean to you?

Chunking Down

What specifically?

What specifically can you do?

What is one thing you can do that will give you

_____?

(Rinse and repeat)

What is an example of _____?

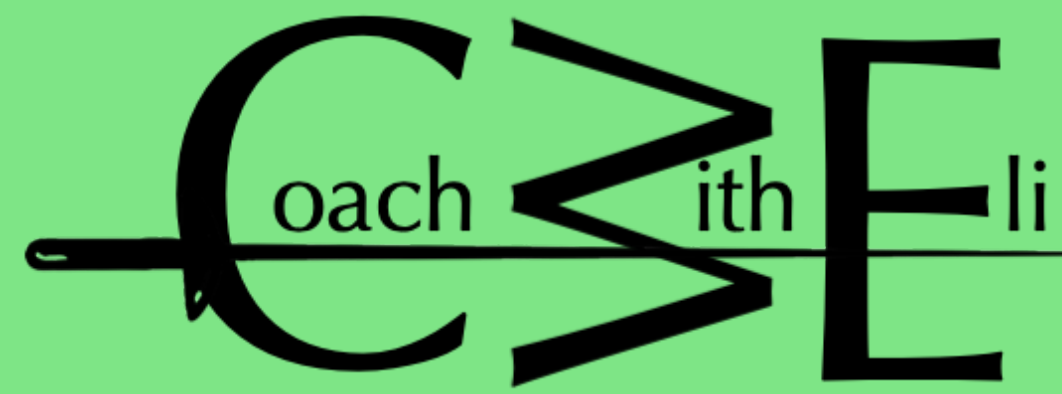
What kind of _____ can you (choose to) do?

How specifically?

When specifically?

Who specifically?

Where specifically?



Final Thoughts

- What questions do you have?
- Write down at least 5 AHA's from today's training
- What is your feedback from today's training?
- What is your plan for implementing the skills you worked on today?