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CHUNKING 101

Chunking: the process of getting multiple referrals by asking several times, in several ways, during the same meeting for “chunks” of a person’s friends’ names that you can call.

TECHNIQUES

- How you ask is everything. The goal should be to add 3-5 additional names via chunking.
- If a new friend likes what your organization is doing and feels motivated to help – they’ll want their friends to as well.
- Remember, each friend you meet is an opportunity to meet 3-5 more. You’re a connector. Be social, have fun and grow your “friend group”.

THREE STEP PROCESS

Set the Stage

- “It sounds like you agree with what we’re trying to do to make the campus and community better”
- “I need your help. The only way I’m going to be able to tackle a project this big is if I have the best of the best helping me. From my experiences, top caliber students typically associate w/one another – do you agree?”

Chunking

- “I’d bet that someone like you has dozens of high-quality friends. When you think of the best 3-4 guys who aren’t already in a fraternity – what comes to mind?”
- “Ok - in addition to those guys... who are 2 more that really impress you?”

Ask for Contact Information

- “What is it about these people that made you describe them as “high quality”?”
- “I’d really love to meet these people – would you be comfortable with me reaching out to them and offering them a chance to sit down and talk with me, too?”
- “Perfect – I’d love to reach out to them with a personal invitation to chat. Probably either a phone call or a text – what number can I use to reach them?”