

Guide to CHUNKING

How to Get Dozens of Referrals with Contact Info



phiredup.com



695 Pro-Med Lane, Suite 205
Carmel, Indiana 46032

CHUNKING: How to Get Dozens of Referrals with Contact Info

Chunking is 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.

How you ask is everything. If your new friend likes what your organization is trying to do and feels motivated to help, then they’ll want their friends to know about your organization and meet you, too. Chunking is an intentional sequence of questions that result in most people inviting you to contact several of their friends.

Some members get so good at Chunking that they average 10+ referrals every time they meet a potential new member. Try to get 3-5+ additional names at first.

Use this technique during small activities or 1-on-1 meetings. Have coffee together or meet in the Student Union for example.

Remember, every new friend you meet is an opportunity to meet dozens more. Social organizations are always growing their network of friends and building their names list. The member’s job is to help the best people on campus meet each other. You’re a connector. The member’s job is NOT to sell the organization or to ask every person to join at the first meeting. Just be social. Have fun. Grow your friend group. Add/update everyone you meet in [ChapterBuilder™](#).

An Example

Chunking works. Some of the best recruiters we know love to quadruple the size of their names list just by making sure that every prospect gets properly “chunked” during one-on-one meetings. Here’s an example:

Set the Stage

MEMBER: It sounds like you agree with what we’re trying to do to make the campus and community better.

PROSPECT: Yeah, I do.

MEMBER: 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 people helping me. From my experience, top caliber students typically associate with other top caliber students, would you agree?

PROSPECT: Yeah.

Chunking

MEMBER: I’d be willing to bet that someone like you has dozens of high quality friends close to him. When you think about the best 4-5 men/women/people you know who aren’t already in a fraternity/sorority, who comes to mind?

PROSPECT: My roommate, Pat ... My friend, Casey ... Oh and another person from my class...

MEMBER: Pat, Casey and what’s the other person’s name?

PROSPECT: Elliot.

MEMBER: Okay. In addition to those three, who are two other people that really impress you?

PROSPECT: Well, my friend Kam is a great ... my RA, Dakota is super involved.

MEMBER: Cool. Like I said, the best chance I have of doing the most good is to have the right people participating in the conversation from the start. When you think everyone you know on campus. Who are 3-5 more people that you think could contribute to this idea?

PROSPECT: Jordan, maybe Morgan. There’s another really cool athlete, Peyton, I know, too.

Ask for Contact Information

MEMBER: What is it about these people that made you describe them as “high quality?”

PROSPECT: Well, I’ve known Casey forever. We do everything together. Jordan is crazy smart. Morgan’s like a triple major....

MEMBER: Awesome. I’d really like to meet these people. Would you be offended if I reached out to them to offer them the chance to sit down and talk with me, too?

PROSPECT: I’m okay with that.

MEMBER: Perfect. I’d like to reach out to them with a personal invitation. I was thinking a phone call or at least a text might be better than an email. Would you agree?

PROSPECT: Sure.

MEMBER: [Point to the prospect’s phone. Grab a pen.] What number can I use to reach them? ...

PROSPECT: [Opens phone] Oh. [Scrolling] Here’s Pat’s number ... Morgan’s

MEMBER: [Give the prospect your pen and slide paper across table] If you don’t mind, it’s probably easier for you to write it down than it is to read them off. Is that cool?

[Note: Most of the time they’ll add names they forgot while scrolling through their phone numbers.]

About Us

Phired Up (along with TechniPhi) delivers **TECHNOLOGY, EDUCATION,** and **STRATEGY** to help transform the way people join fraternities and sororities. Our team of passionate fraternity/sorority professionals are engineers of a growth system that makes fraternities and sororities safer, healthier, and stronger. We want to help every chapter and every potential member feel the impact of that system.

Want to learn more about how we can help your Organization, Community, or Chapter? Visit our website at phiredup.com or click on the link below.

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