



**PPA**  
**Podcast**

# PPA Podcast

February 12, 2025

## Using Our “Love Language” to Be Positively Influential

**Listen**

[dst.media/ppa110](https://dst.media/ppa110)

---

The Practice Profit Accelerator is where we dive deep into the most pressing questions we're hearing from teams across North America.

Enjoy listening to all the insight shared in this action-packed podcast.

---

# PPA Podcast

Kevin: Good day everyone, and welcome to the latest episode of the Dental Success Today Practice Profit Accelerator Podcast; the one and only, maestro, Mr. Scott Manning, welcome to the show!

Scott: Hey, Kevin. Good to be here everybody. Thanks for having me. And look, I'm fired up about these. Like I always say, it's like the halftime show, even though we do it a little bit, about 30 or 40% into the month, it's really just a chance to reflect to recenter and just to double down. We also try to bring in some themes, so today we'll bring in a little theme that's super relevant that ties into the calendar, but it also should be, ties into the fabric of your life. Thanks for having me, Kevin. Let's do it.

Kevin: I love that you referenced halftime because we're coming off of the big game as so many people watch, whether you got a team in the mix or not. And although I didn't watch it, I heard it was all very interesting from start to finish. And so where we find ourselves, of course, is we are in February, better known as, "the month of love." Most specifically for those people who need to be reminded to give some of it, unlike me, who I'm all about the love.

I say, let's lean into this and let's focus on how we can use our own "love languages" to be positively influential in the lives of our patients, our fellow team members, and of course, as you guys all know, goes far beyond that because this is all just about us as human beings. Stating the obvious here: the majority of people I believe revert to taking a negative viewpoint on all matters of life regardless of what it is. And so how can we, as the professionals we are, the champions who we are, how can we reframe those conversations that we find ourselves in throughout the day in order to produce more welcomed outcomes, let's call them. So Scott, why don't you take that baton and get us started here. I'm excited to have the discussion about love.

Scott: Who wouldn't? Kevin, there's I guess the unlovable maybe. But the thing is, there's a quote that I came across recently and I honestly have never heard the quote. I've referenced it in a few trainings, but I spun it more towards the applicability of us. The quote said, "People can only accept the love they feel they deserve." And I think that's a beautiful quote because I think it's a hundred percent exact. And love will bounce off somebody, even people who feel like maybe they don't have so much. It's really not that you're not getting it sent to you, it's just that you're oblivious or repellent of it. But even if maybe there is nobody, it's maybe because they tried and it didn't work out because there's no reciprocity or you're just an empty soul.

I think what I love about that quote other than the fact it's true, I think you can explain everything like this: I said, "Patients only accept the health they believe they deserve." And again, it's a hundred percent true. And so if people are accepting less, it's because we haven't built up the belief, the value, ultimately the deserve. And we've been teaching that concept for, whatever, 20 years about need, want, deserve, and that being the hierarchy. I love the quote.

# PPA Podcast

Scott:

I'm going to do this. Three quick things, Kevin. Number one, I like that you said reframe. Everything we do is also reframe. We can have flashcards and we can say on the phone, when somebody says X, turn it over, flashcard, we say Y. A hundred percent, that's the key. If it's insurance, if it's money, if it's cleaning, if it's comparison or second opinion or whatever, there's a reframe. It's basically: people say this, we say that. It's a reframe.

Everything we do is about, I call it elevating, but whatever, educating the patient to a higher level of perspective, it's all reframe. And the other thing is that if we base our communication with patients on the bottom, common denominator, meaning, they know the least, compared to us, at least, they know less than we know. If we're approaching a patient down at the bottom level that we have to have, which I'm stealing the punch line here, but we have to have empathy for where they are, but we don't leave them there, we elevate them up. That's what Kevin just said. That's what we're talking over reframing from any negative or any perspective, period, negative or any perspective. The question is how can you elevate through education at this point?

Now I also call this a tactically because I want to make sure I'm tactical today because love is one of those things. Maybe it's not so tactical as you do the verb issue of love, which is what everybody says it is, but yet very few do it. Number one, it is also, Kevin, about upgrading any situation, upgrading any person's opinion, upgrading. It's not one-upping them, but it's upgrading whatever it is.

The silliest example is we take an emergency patient on the phone, it's going to blow up the schedule of all the compliant patients that are really making your practice mean something. And you say instead, "What's the backstory? How long you've been in pain? When's the last time you saw a doctor? Bam, what you really need is..." And we upgrade, but you can do that in every aspect. "You really want to utilize your insurance? Fantastic. That's really cool thing. I'm curious though, what's the purpose around that? I'd love to share with you our philosophy of how we can upgrade your health."

You don't actually have to use the words, "upgrade," and we can move more towards optimal versus reactive maintenance insurance. Everything we do is language based influence and it's all around expanding deserve level, reframing perspective and elevating, upgrading circumstance and/or person to something that we can get our hands around or have more control over. That's bluntly, just more control over outcomes and facilitation.

The last thing I'll say, Kevin, is how you and I arrived at this and spun it to love is that one of our favorite books, and one of the books we always recommend, the old Five Languages of Love. It's a book that you can read it once you have it forever, but you probably should revisit it. But the Five Language of Love is obviously learning about how somebody receives but also delivers love. And it's not always the same. Although if I deliver love in a certain way, it's often similar to how I receive it. And I think I'm doing one hell of a job and it's like, "Whoa, everybody knows I'm the best there at the loving." And then somebody else though, they receive and deliver love completely differently.

# PPA Podcast

Scott:

And so they're thinking, "What the hell? This guy doesn't show me any affection, no love at all." There's zero value or appreciation, and it's all because we're out of alignment, but we're saying our language, but we're not understanding the other person's language. And the idea Kevin and I arrived at was if it's instead of this do that, it's like how can we create a more influential language, and it's taking a patient from where they are, or anybody: spouse, kids, friends, parent, anybody, any situation in your life that you want to be more influential of, you want to be the source for the things that we're going to tell you in just a minute. And it's very simple.

Kevin, I'll fire all that back over to you, but just to try to give people the context of loving language, influential language, is about expanding deserve level and focusing on reframing, and then elevating upgrade circumstance and the perspective so that people can make better decisions for themselves. And again, all of this is about moving away from negativity and moving towards positivity and the outcomes that we desire.

Kevin:

I love it Scott. And as you know, I speak often on the concept of agape love, which most people associate with religion, and it's simply not the case. Agape love in its most simplistic and beautiful form is simply that I want the best for all without due or judgment or having to earn it. And what comes to mind is I was listening to you describe all that, and we could literally stop right there and there's so much value, is that it first begins with our intentions as humans. And if you want to be more impactful, more influential, you want to be viewed a particular way, it begins with you, it begins with your intention, it begins with what it is that you want to give because what you give is ultimately what you get back. That is one of the old adages, I believe, to be true on a regular basis.

You want someone to show you good things, you better show them good things. If you don't want people to treat you unkindly, you better not be unkind to them. You don't want people blaming you for things, you better not be blaming others. I could go on and on and on about this deal. And where I went with that as I was listening to Scott go through these different examples, is it brings up this concept that I have been speaking a lot about this year already, which is about meeting the person where they're at and then figuring out by being present, fully present, engaged, and listening in order to then how can you elevate them using your word? How can you meet them where they're at, get a basis and an understanding of why that is, and then find a pathway to bring them out of the current position they're in to a better, in this case, especially with patients healthier state. Because that using your words, is upgrading that love. Upgrading equals love.

And deserve is a big one. We use that word intentionally when we ask you guys to say it to people, not only patients, but also team members. When we see a team member who's just struggling a little bit, lacking some confidence or whatever the case is, it's important that they understand that they deserve the attention to get better. They deserve knowledge and education and all those kinds of things in order to get better.

# PPA Podcast

Kevin: And what's coming to mind here and then I turn it back over to you because I believe this is going to be the basis of we'll share next, is love equals generosity. And if you're willing to be generous as a human, generous with time, generous with kindness, generous with understanding, generous with patience, I could go on. This isn't about money, but love equals generosity. Scott, I'm going to leave that one for you to pick up.

Scott: Love equals generosity. Thank you, Kevin, in this great month, just like Thanksgiving, we don't want it to be a day on a calendar of Valentine's Day. We want, if you're going to weave gratitude and appreciation and thankfulness and you can weave, love, deserve, generosity in every single day, bada bing, bada bang, you've got it. Start the day with the loving affirmations and end the day with the grateful appreciations.

Here's what I would just say, Kevin. I think that there's two, and we are going to go to those words, but there's two key things I just want to double down on. You cannot expect a patient to go to a greater place—your kids, your spouse, or anybody—if you are not first being empathetic with them, if you don't first understand. I would use Kevin's generosity. I want to give credit where credit is due. There's a great couple of people, practices that are just world-class, Parker and Pennington Dentistry, actually, they use these words all the time as part of their culture.

And I'm sure it could be original because they do a lot of proprietary stuff, but it might be from other places, I don't know, because they studied all the masters. But they use the words "generosity" and "curiosity." And I think we adopted that. It's how we operate. It's who we are. The greatest compliment I ever got was from somebody a long time ago to say, "Wow, Scott asked the craziest question, never stop asking the question." I say, "First of all, knowledge is power if it's applied properly. And I ask questions. I want to know the truth, I want to know the knowledge. But also I know that asking basic questions, you're going to get superficial answers. You have to ask more curiosity-driven questions and really unpack it beneath the surface."

Part of this is being genuinely interested, and this is when we talk every month we say this, "Do not go through the motions." You have to be serious about diving as deep as you possibly can into the character of the patient, who they are or where they're really at. Otherwise, you're never going to understand what level are they ready to receive, not only when it comes to health, but investment, but even just trust and believability. And so this curiosity piece, I would just add and piggyback on what Kevin said, genuine curiosity is a form of helping understand where the patient is at. And then the loving, the generosity piece of it after curiosity as well and vice versa.

Just don't forget that because a lot of case acceptance is always lost in this nebulous place where we're just not really sure what the patient's mindset is, and we're talking over their heads or we haven't fully gathered enough information to make them even, this is what we call in the seven steps of the Advanced Training, "selling the problem."

# PPA Podcast

Scott:

Now we actually are selling solutions, but the point is we have to open up the patient's mind first that there needs to be a solution for something. I'm making all this into this just because a lot of times you think results are one thing, but it's really simply because the front end of the relationship was totally half-baked and you were just going through the motions on it. And so you never had that generosity, you never had that curiosity to even be able to have a real conversation with the patient.

And this goes from the intake on the phone with the insurance. This goes from the implant or TMJ or sleep consult with the patient on the front end. This goes with the case development. This goes with the "treat every patient like a new patient" in hygiene. This absolutely goes with the triangle of trust, the clinical yes to the treatment coordinator, and ultimately to the presentation of treatment and the money.

The patients may be saying something and you're taking it as a no or a stall or a lack of interest. And really it has nothing to do with that at all. It's just that you haven't made it personal enough for them by doing it. And that to me is the place where every single person listening to this could go back to work and say, "Am I present? Am I actively engaging? Am I really asking enough meaningful questions that will open a patient up to be ready to receive? And then am I pouring all I can onto them for their own benefit?" Not to get to the next step, not to close the case, not to do anything other than drive value and benefit to this patient.

The alignment between the patient and you, or any person in your life and you, is important just like I'm talking about the alignment of the languages of love, and/or simply being able to adapt and being aware if somebody is at a different place, a different level, a different version of how they think of things.

And the last thing I'll go down to is some people, they want to save their teeth and avoid losing their teeth or avoid having dentures or implants some day. Some people want a beautiful smile makeover and to look completely transformed. I can sell the same solution to those two people, but from two completely different angles. Some people, they want to maintain natural teeth, the holistic approach. Some people they are more apt of the least intrusive treatments they have to do the better. Again, you can almost get to the same result, but it's more from understanding the vantage point of the patient. And again, this all applies to relationships like so much so it's not even funny. Kevin, I'll throw it back to you then eventually we'll finish here with these, "not this, but that." Very simple mental tricks in the mind.

Kevin:

I love it. I have a couple of comments to bridge the gap to where we'll wrap this up. And to continue in this spirit of love of goodness, is, love equals pace: not rushing through, not taking longer than necessary, being mindful of what is appropriate in the moment. Because it's very easy to rush someone through a conversation, rush a patient through a diagnosis, solutions and all those kind of things and not give them the respect that they deserve to be able to process it, discuss it, and get to a place of comfort knowing this newfound information that typically is unwelcome and they would prefer not to have to

# PPA Podcast

Kevin:

hear about it. Pace is a big deal too. And as we talk about this curious thing, it was one of the things that I used very early on in my entrepreneurial career back when I had no idea what I was doing in my mid-twenties, where since I didn't know exactly what to do, I just got into the habit of asking a lot of questions.

It also took the spotlight off of me when I felt uncomfortable, either not knowing, feeling like I knew enough or I was in a room that was far beyond me or whatever the case was, I just kept asking questions, pointing it back to the people, and then I would listen and then I would respond using what people would say to me. And it ultimately became a very effective tool for me in building relationships, building them quickly, mostly in gaining trust and comfort with people. I'm still amazed today at how comfortable people become with me and what they're willing to share with me.

And I believe it's because I take the time to be curious. I take the time to ask different questions they're not expecting or prepared for, and it shows thoughtfulness. And this works when talking with patients, especially patients who have been very challenging over the years and haven't committed to their health. We've got to switch it up. We've got to be curious where are they at, why they're there, what could be different so that they may have a different choice that's better for them in the long run? And I just wanted to share those two specific things, Scott, because I believe that you just cannot drive those core principles home far enough that it's not complicated and that it all boils down to your presence in the moment, and the intention that you bring. Although we'll put some specifics to it now.

Scott:

Thanks Kevin. Such a wonderful point. And it is all human engagement. People ask anything what we do, I always say, "We're just growing people, growing confidence. We're growing the ability to engage influence of people." And every month, Kevin, we say, "If you don't underestimate your superpowers and your ability to influence others, you're going to have a lot more impact." On the other hand, if you're insecure, if you lack confidence or you don't have full conviction in the belief and value, and/or you fall into just rushing and going through things, like Kevin said, I love that pace thing. And I would say, I don't know that it says this in the Five Language of Love book, but also I think of rhythm in a relationship is like, it's the end of the day. Somebody's got something to talk about and somebody had a long day and they just want to get through it.

And this is the first time the other person's getting your attention. We even have to take the patients, slow them down from the pace of life that they're used to. And by the way, the only place they want their ask to be is not in your chair. It's back in their car driving home even though they made it here in the first place. You really do have to take a leadership role in this idea of bringing it all down, because both sides are wanting to just punch through it. Kevin, I'm just going to rep these off and then obviously we have a call on every one of them. Kevin and I worked back and forth together, just come up with these things. They're all stuff that've told you, 100% we would hope so. They're all things we've told you, but they're mantras that you need to get in your head.

# PPA Podcast

Scott:

Instead of let's say "negative," like what's wrong, what can't be, what's the worst case, all these things, we want to think in what's right, what's positive, what can be, what's best case, where do we go from here? Everything is about forward progress and positivity. Next, we want you to think instead of denial, "No, we don't take your insurance." "Of course, what a wonderful thing. You've got a little coupon to use, just like something you want to buy at the store, you going to pay some money, but you've got a coupon. Great news. We have a lot of people with this here and we're just excited for the fact that you want to invest in your health and take care of it." Now, the way we handle such things because we're a relationship-based, conscious complete health practice, is that everything will be decided between you and the doctor.

We'll be able to apply insurance to whatever. The point is not denial, but affirming. Not what isn't possible, but what is possible and how can we help you. It always, always comes back to that. Affirming is you are not a problem. There may be something circumstantial that is not so great. However, we're going to help that person through that. Affirmation, may be the most powerful thing on the planet earth, especially on a relationship. And also affirmation, which I'm going to skip one to jump down to the word we've been using, which is, "empathy." Affirmation shows empathy. It proves understanding. We want not to be, I would say, sympathetic, but that is actually caring. We would just say, don't be uncaring. Don't be unconcerned. Don't be void of emotion when a patient shares something that's vulnerable or anyone in your life. Instead, be the nice, soft, comfortable cushion they can land on and express empathy.

And then decide where you're taking them next. You have to let that landing happen and let that person feel that comfort to be able to then...comfort zone before discomfort zone...which both are important. And then I'll throw it back to Kevin, but one of the keywords that I've had, I'll let him through the last two. One of the keywords I've been using all year long is I always talk about, "bold, not bashful," in the kickoff video last month, which not because I'm the hype man, I'm proud to be that, I've been called a lot worse things. Love to be the hype man. But I have to tell you on these calls, Kevin's kind of the hype man for me, but I'm your hype man. I want to motivate you. And the video is probably a little over the top. But the key thing in there, I talked about getting your minds off of goals and minimums.

Not even the targets, but the potentials. Thinking beyond the base and thinking potential. And the word I used aside from, "not production, but potential," "not procedures, but potential," "not prices, but potential," all of it, just like visions, not visits, is aspirational. Everything needs to be aspirational. People want to move into an aspirational place. If you see a brighter future for them and you've worked on their deserve level, they're going to want to keep talking to you. They are going to want to invest their money in a better future.

Nobody wants to invest money in repairing the past. That's the last place they want to put their money because it's over with. They want to invest their money in building a better future.

# PPA Podcast

Scott: And you want to strive to build your aspirational muscles with every conversation; everything positive, affirming, empathetic, and aspirational. And then Kevin's got the last two here as we round out the two minutes very quickly, we have to push this till next time, but I'll shut up and let Kevin go. Today was just a big, broad brainstorming, brushstrokes on loving, influential, motivating language and just how much power there is in applying this Five Languages of Love concept to the way you engage your patients and seeking more understanding through curiosity, generosity, deserve level, all the things. Kevin?

Kevin: Thanks Scott. And to drive the point home on the last couple of concepts, it's being hopeful versus someone who is hopeless. I think of the conversations where it's like, "This always happens to me. I'll never be able to..." Just completely defeated, hopeless. And it's our opportunity to flip it on the other script and say, "Patient, listen, you're not alone. Lots of people deal with this. And the good news is we know how to help you along with it." So we can create hope. People want to be hopeful. There's just too many sources that are entering their lives on a daily basis that just strip them away from that.

And the other one which ties in very nicely, is to be encouraging versus being discouraged. Most people come in life discouraged with that too. Especially this is a big one when it comes around finances, when they're legitimate and someone can be completely discouraged, they want it so badly. This is a case where they want it so badly, they know that it could benefit them, yet they're discouraged because of the position that they're in financially. We can still be encouraging and say, "That's why I'm here to help you figure this out. Let's customize this for you. Let's make this happen. You want it to happen bad enough, I'm going to work with you to make it happen." We get to be hopeful and encouraging.

And friends, the one thing that I just want to point out, and then we're going to wrap this up, is you also have to be mindful that giving of your love or being the opposite of it also applies in what you're bringing with your energy, your attention, all the non-verbals. Are you distracted when you're with somebody? Are you multitasking while you're with somebody? Are you not present? Because if that's the case, then you're not offering them any love at all. No attention, no love, no goodness. You're basically saying that you're not as important. We have to be mindful of all of this and we bring this up because this applies to every person, every conversation, every situation you find yourself in every day. We can't over-emphasize it. And, Scott and I bring it to you, because we love you too! Scott, are you still with us? You want to say one final word before I wrap this up?

Scott: I want to say one last thing. Thank you, Kevin. It's such beautiful stuff. Just remember, if you avoid those certain words and you become the other words and you get muscle memory reflex, the next step is don't let anybody around you be that either. But I would just say, Kevin, take home punch line, bottom line, end of story line is: apply this to every relationship in your life and make it yours.

# PPA Podcast

Scott: **Mesh with your personality, but grasp the principles, make it personable, but keep the principles, and apply it to every relationship in your life. A, number one, most of all, with your greatest, best friend and highest-value asset, which is called, “you,” and that’s the key. We are all either our own best friends or our own worst enemies. And it all comes down to the language and the conversations you have with yourself.**

**Thank you so much, Kevin. You make everybody better. I agree with what you said earlier, and we appreciate you leading the way here on these and making them significant and helpful. Take care everybody.**

Kevin: **Thanks Scott. And thanks everybody for being here for the latest episode of the Dental Success Today Practice Profit Accelerator Podcast. Friends, go spread the love as we want the best for all. We’ll talk to you soon.**