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**Podcast**

# PPA Podcast

April 9, 2025

## Creating Influence and Driving Results

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

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Kevin: Good day everyone. Welcome to the latest episode of the Dental Success Today Practice Profit Accelerator Podcast. Scott Manning, the one, the only. Welcome to the show, my friend.

Scott: Hi Kevin. Team, everybody, universe, what's going on? Happy to be here. And it's a special time, a season of the year that's all about growth and renewal and improvement and change and all of that. So I believe the, in order to do the spring growth, there has to be the spring cleaning first. So every month, I think the point of this is to shake it up a little bit to check in with yourself and where you're at, motivation as everybody needs because we're all human, but more importantly, just a reflective point to make sure that you're doing everything on purpose and you're not just going through the motions and you want to give life the best of you and not let life not get the, what do you call that life gets the best of you. You know what I'm saying? So we just have to stay on top of our game all the time and be very intentional. So I know you're going to be talking about some of those points here today, Kevin.

Kevin: Yeah, absolutely. And I always love when we can build upon previous shows that we have been part of. And the last one in particular was super powerful; had wonderful feedback from several team members who listened in and they talked about it as a team and then brought it to some of the conversations that I've had with them afterwards. And just to give people a little teaser in case you didn't listen to it, or for those who did an encouragement to go back and listen again, as we talked about a lot of things of reframing conversations, being on the offensive, how to make sure that we stay and keep patient's mindset and focus into a state of positivity and not get dragged down into the muck and the mire that they always want to bring us into. And ultimately it comes down to what are we focused on and how are we collaborating not only with team, but collaboration with patients in order to get them to see a different version of what that pathway of health is to what we like to describe, "the optimal state of health," which in turn when we do that, creates favorable outcomes for the patients.

And of course it then helps us to achieve the goals that we're putting in place for ourselves because we all have a high standard of excellence and we push ourselves to get patients committed more than ever before. And so Scott, I'd love to just continue to carry on and build that momentum and let's just take it away. Let's have the theme be something along the lines of "driving better results," let's say, and see where this show takes us.

Scott: Yeah, listen, thanks Kevin. I think, I dunno where we want to go first here. The idea of first and foremost that we are influencers. You hear these days, you talk about the influencers and you think social media followings, you think people hawking product or getting paid even though probably don't so much. So I think that it's really people just getting free stuff. But in our world, every single day you have opportunity to influence other human beings. And I would begin with the concept that, well, I suppose let's say two concepts, number one, you got to influence yourself. So you think about the environment you're in, you think about what you put into your head, your heart, all the things, your body, all these things do influence how you are.

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Scott:

And so specifically, what you listen to, what you consume, the positive environment you're around, this is why the daytime family is so important. But I would encourage you to go to work on the quality of your surroundings and anything from the loving environment, inspirational books or art or whatever in your house, you really got to think about how am I influencing me? And so I would say first of all, start with influencing yourself, number one.

The second thing is that we have to really be mindful that before we can ever influence, let's say the health of someone else, we're influencing sort of the self of someone else. That's why we talk about self-worth. That's why we use the term, "deserve." That's why we say open their mind before they open their mouth.

All of our gimmicky cheesy cliches are really to remind us to bring it back down to a super human level. And so that to me is where influence begins. And I don't remember even what we talked about last month, but the idea that you have to be clear about the direction you're taking somebody, begin with end in mind, we went through all these core principles that are related to every, really every aspect of life. And I think that if we were to say dental success is really to us is the principles we talk about are principles that apply to all aspects of life.

What you do in a treatment plan, what you do on or to a patient, it really makes no difference. It's more about the impact that we have and the influence, how we're influencing them. So I don't want you to think about this, the societal concept of influencer. I want you to think about the power that you have at your core to either be influenced or be the influencer. And that's really what it is. Are you susceptible? Is your mood, your attitude, your health, your mindset susceptible to circumstantial, societal situations? Or are you in control in the power of yourself to do that?

And if you are, then and only then can you then become a motivational person to others, an influencer to others. So that's where the first two points is self, you personally, and then self of the patient, not the health self before health. And then we can start taking them someplace very special. And I'm going to break this down very pragmatically in terms of I want to go back to sort of a basic playbook for winning the day and what your responsibilities are for each patient. But let's stop there Kevin, and you can take over for influencing.

Kevin:

Yeah, I love it. Well, when you made the comment of, "Are you the influencer or are you influenced?" It's an interesting balance point because I do believe, well, I would say both of us believe that it's important to be influenced by the right people, by the right sources of information: not just for the sake of it, not just listening to anyone reading anything. This is where discernment comes in and it's important to engage in whether it is conversation with human or consuming content because everybody has an agenda, it's just a matter of what the agenda is.

And I say that because number one, I care about all of you and I want all of you to make sure that your filter is in place so that you get the good and you

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Kevin:

get rid of all the other stuff, which is the majority of it that doesn't aid you, doesn't help you, doesn't support you, push you along, love on you or anything.

And the other reason why I say it is because your patients are coming in and as they're spending time with you and they're looking to all of you to be their guides, they also have a filter. So you're either going to get filtered out because they're not feeling the connection, they're not feeling engaged, you're not present and in the moment where you can be of influence in a positive way. Or if you are, then you're not getting filtered out: they actually are using you as a source, they are looking to because they trust you, they believe you, they're connected with you. And thus that's where influence lies.

And it's interesting, Scott, because I have certain things that I read every day. I do a daily devotion and then I read an excerpt from Steven Pressfield and the combination of the two today, ironically, as we're preparing, as I was preparing for the show today, the one from Steven Pressfield, it talks about, "the un-lived life."

And he says, "Most of us live two lives, the life we live and the un-lived life within us between the two stands resistance." And what he's saying is what we say to you guys all the time, you all have a gift. And that gift can shine brightly if you allow it to come out. And the only way to do that is if you put in the time, energy, and effort to make deep connections with your patients so you can be of influence. In other words, you are the influencer. And it all begins, what I believe, with letting go of anything ego. In other words, I'm not doing this for me, for my sake so that I look good, I stand out, I'm better than this person. And it's about humility, which happened to be the core theme of my daily devotion today. And it's interesting because if we approach the day with humility, I'm here to serve, which we all are and we know we do, it's just sometimes we forget that.

And if I can get resistance out of the way as Pressfield talks about and live the life that I know I have, in other words, share this gift, this beautiful thing that I have inside of me, and you'll have chosen to share that gift in healthcare, which is the single greatest mission we have on earth, then and only then are you going to be a force to be reckoned with when it comes to the influence. So Scott, I just had to add that supporting piece to where you started because it was a beautiful beginning to some of the more tactical things that we can do to be of positive influence.

Scott:

Well look, yeah, I mean, thank you Kevin. It's great. You're always inspiring and yeah, I think it's right: we have to be influenced by the right things, that's the deal, and then own your powers. I always say, everybody has powers inside of them, it's whether they're aware of them, whether they believe in them, and then obviously, ultimately, whether they use them. And so it's just own that. So here's the deal. I think that we need to drive this back down. I'm going to make two points and maybe next month we talk about this spring because some people are still freezing their asses off.

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Scott:

But I would just say that here's the thing, number one, you got to clear out the head trash. And also part of that is with the patient. So when the patient is in the chair or when they're entering the office or even when they're on the phone, if you continue to speak to somebody based on the level at which they've arrived, then you're going to keep all of the head trash, all the baggage, all the preconceived ideas, all these things in their head, in their mind, and they're not going to even be able to hear what you're saying, and if they do, they're going to discount all of it because they're coming from a different place.

So you do have to first understand them, understand, to influence you have to understand. But then you have to be willing to ask smart questions, to take the patient into a different place, a different perspective. One of my favorite words, because it's the number two most impactful book in my life, which is, "The Seven Habits of Highly Effective People," and all you really got to do is read the first chapter and you're going to get the whole point. But it's really the paradigm: so you have to understand where the patient's paradigm is at when it comes to these things. You're going to be a master influencer, that's number one.

Second part is then it's like spring, clean it up, clean it up, and then you put the better stuff in, right? So you're going to plant the flowers, you clean up the flower bed, then you put the flowers in; put the great flowers in a shitty bed, it's not going to be so great. So you have to start first by cleaning it up, but also you're not throwing it all away, you just clean it up. So you take head trash out, you still have patient in front of you, now you pour back in, you pour back in. And that's what we do when you talk to a patient. "Hello, get to know where you're at, what's your mindset, what's the past experience, whatever." And then even you think about it and in conference exam you're going over preexisting condition, whatever past work, whatever, but then we don't stop there. That's our point of problems to possibilities and obviously moving through that continuum, and that's what we're talking about here, clean it up.

Then you plant your influence. You do that through questions, through education to demonstration to all the ways that you all know, you do that. So you have to be clear in your mind about this part. And you got to make sure that you don't miss stuff. Not just missing treatment, I'm talking about missing points of engagement, missing going through the motions is just speaking to a patient, just dumping on them all these problems or diagnosis or things that you think are important and that's, you're going to race past the point, which is to engage the patient and empathize first before you try to influence second. So that's it.

Now, some people, they do the great job of playing patty cake with the patient, but then they don't own up to their responsibility of them doing something to make that patient a better patient. So it takes a very important discipline to do both things: empathize and then influence. A lot of people try to empathize and then they're soft and weak and they turn it into sympathy and they do nothing. And that's when you have a great treatment plan, you end up with a single tooth or a quadrant or something, or worse than that,

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Scott:

you're only fixing patients that are in pain or they have glaring problems. So that's no good.

Secondly, some people, they do no empathy and they just go straight in for, "Here's what we want to do to you!" And then you just start slapping faces around with all the things that you think are exciting that they're not ready for. So finding that balance is very much just exactly like any other type of relationship. So this is what I want to hope that everyone will embrace today and speaking very specifically of how each one of you can be more present, more aware, more owning of your own powers of this. But you have to be in the moment with the patient and with the conversations.

And then in addition to that, you have to really come to terms with what's your responsibility? What kind of outcome and results are you trying to create? So a phone call: what's the objective? Greeting the patients: what's the objective? Having a conference exam or a consult or a point of engagement; if you are a clinical assistant operative, restorative, you are a hygienist, if you are a surgical assistant, if you are doing TMJ or sleep or ortho or early treatment or implant perio or a full comprehensive complete health dentistry, you have to know, what are you trying to do with this patient? And in this moment, if most people listening to this on the recording, but when you listen to this and then you look at your team members and you articulate what you're trying to do with your patient, what is successful outcome for you?

What does influence look like? And if you can't define that, then you're not going to be so good at it, or, you're going to get the easy fall out of the sky, land in your hands, lucky day patients, instead of actually becoming masters at making a difference and making sure every patient ends better than what they were when they first came to you. But this is every single position, every position in the practice: every team member, every person.

And hopefully you take serious responsibility over even how you influence each other. How do you show up for each other? We can end the call right now and you can all just go to work on this question. Kevin—I got this from his speech—Kevin says all the time, how do you show up for each other? How do you show up as a mother, daughter, wife or husband, father, whatever, son, how do you show up? But then in the practice specific to your responsibilities, that's what I'm asking you about because that's where influence begins. Everybody wants influence to be outward, okay, happening to other people and not really this integrated sort of interactive thing. So we didn't know we were going to talk about this, that's what you said, "We'll see where it goes." But these are all the points, and building your influence muscles, it has to do with really what we're talking about here today. Alright, Kevin,

Kevin:

I love it, Scott. Oh man, I could talk for a day on all this kind of stuff, I get fired up about it. What comes to mind as I listen to you describe that segment of our show today is the principle of meeting the patient where they're at. And what's interesting is the patient is actively moving along place to place during the patient experience. In other words, people on the phone are meeting the patient where they're at in a different place than when our clinical team will

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Kevin:

because of the work that we did with the patient on the phone. Then, the people who are first engaging with our patients in the clinical setting before doctor comes in, are meeting the patients at a particular place and then they're helping move the patient along so the doctor is now meeting the patient in a different place.

In other words, we don't get lazy here. We have to be attentive to what are we doing to influence the patient to be prepared for the next step in the process, the next step in the patient experience so that the next team member can be set up appropriately to be successful, to take over the conversation, to weave the conversation naturally into what is next. And what I would say in addition to that in combination, is please be certain that you know what is the next step for the patient that where you've got to begin. Example as a doctor would go in, do comprehensive diagnosis and then get to the point that they're going to ask for the clinical yes. The next step isn't the yes, the step that needs to be paid attention to before asking for the yes, in other words, permission almost, is, "Am I creating an opportunity for the patient to be comfortable and confident to make a decision?"

That's the first step. The first step isn't getting the yes. And unfortunately we skip to that too quickly, which is why sometimes people are uncomfortable with the pace we encourage you all to have in the conversation, it's because we're trying to go too fast from point A to point B when there's a A.1, A.2, A.3 before we get to ultimately B. And so I just want to encourage everyone to make certain that they're clear that if you want a particular outcome in the case I just gave, a yes, what do we have to do to influence and to create an environment to have this outcome come to life? And that's the difference between people who do a pretty good job and those who do an extraordinary job.

And through all of that, the one thing that everybody can have in common and can be helpful in your influence is to always be comfortable and confident to acknowledge reality. Patient says, "Man, that seems so expensive." Don't be afraid to lean into it: "Patient. I get it. I totally understand. You know what? You want to know what though? This is the least expensive it's ever going to be. I'm confident that you're going to make a smart decision, and you deserve it. You deserve it. It's an investment in you. It's an investment in your health. This is your moment, and I'm going to be here to help you make that decision."

Like such a beautiful human moment versus having to do some crazy sales tactic or some sort of very specific robot-like response to an objection. Meet 'em where they're at, understand where our influence lies, so that the patient can then get to that next step. Scott, I'm going to stop right there.

Scott:

Wow, there you go. Kevin, I think you just played it back in a very beautiful way. It's almost like a massage or a dance, I think it just says so perfectly what needs to happen.

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Scott:

So I'm going to just flip this upside down then and just say, so number one, in your life, okay, in your life, where can you level up in building a healthy environment for you? If you're going to spring clean out something in addition to your head and your habits, what else would it be? Number two, inside of the practice, how are you showing up for each other? How are you showing up for each other? Number three, in your influence over patients, what are you trying to achieve? To finish where Kevin started to pick it up right there, where are you going to take somebody? What does success look like? And then number four, I want you to grab onto this, friends: in your practice—now get ready for it and your practice—I want you to define what's a hundred percent health because our standard of excellence says that. What's a hundred percent health?

And when you define one hundred percent health, all influence, like magical little funny things on the Care Bears' bellies, all the team members going to align their powers for their influence to drive a hundred percent health. And when you achieve that goal in your practice, first, in order to do it, you have to define it. And once you define it, then you're going to reverse engineer every aspect of that. And now you're ready for number five? In every morning huddle, every single team member, specifically clinical team, this is where the responsibility is on your shoulders, you're going to arrive into the morning huddle and you're going to state for every patient you're going to engage with today where they are, and then what would get 'em to a hundred percent health.

And you need to be very specific strategically as to how you're going to bring that to life. Are you going to influence them with new scans or x-rays or photographs? Are you going to do some pictures, proof and pain demonstrations? Are you going to triangle in the doctor in a certain manner? Are you going to tee up the treatment coordinator for a better option at the close or a continuation or a next step or a follow-up? What are you going to do strategically to take them from where they are to a hundred percent health?

That's the deal. And all these things come full circle. I just gave you the exact and specific flow in the order in which it must happen for you to become the most powerful and influential person you've ever been in your entire life for the profession that you chose and the position that you're in.

If you can deliver on this as a team, you're going to be unstoppable. And then we start talking about, you know your doctors love this book: "10x Is Easier Than 2x." It's a title, it's a book cover, but here's the deal: once you understand what I just gave you and what Kevin laid out and the beautiful synergistic language, comfortable language, you are going to understand that your ability to be double the influence to get leverage-able results on a daily basis, it's going to take our quality over quantity, value over volume, okay? Collections, not production, it's going to take that to a different realm of possibility for you.

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Scott: So that's what I want to say, Kevin. That's the punchline. And that's how we take influence from a pie in the sky, oxygen you can't see, clouds you can't touch, down at the moldable clay in the hands, something pragmatic and approachable that everybody can really sink their teeth into and take ownership over and make happen.

Kevin: I love it. Another powerful time together where this particular show could be a quarterly refresh from now and forevermore because it's about what matters the most, which is number one, it all begins with you. And so what are you pouring into you that's going to then pour into others? And it does matter what it is. The quality, the who, the what, the where, the when, the how, all of that. And you've got to honor yourself first before you're ever going to be able to honor others. And you can do a good job, don't get me wrong, I just know that all of you who are choosing to be on this journey with us want to do it at an extraordinary level, and that's the honor that we have. And why we, Scott, I our whole team, spend so much time doing the things that we ask you to do, because we do that exact thing.

That's why I study, that's why I start in gratitude. It's why I consume devotion. I read from people who can keep me focused so that I can be my best version of me. Because if I am, then I have a chance to be an influence for you.

So Scott, thank you for all your brilliant insight and words, as always, today. Friends, we are here with you. We are right beside you and we are wanting to support you. And so any way we can, always let us know; it's an honor to be on this journey as we go through it all.

So my final piece, again, ironic how shows up today, my notebook where I take notes on always has a little word of encouragement at the bottom. And today it says, "Let the adventure begin." And let's do that: let the adventure begin on how we are first being influenced, how we influence ourselves, and then how we can influence others. And together, we're going to create a lot of goodness in the world.

So friends, thank you for listening in to another episode of The Dental Success Today Practice Profit Accelerator Podcast. Have a productive and profitable month. Scott and I look forward to being back with you again. Scott Manning, send us off!

Scott: Hey, thank you so much. So fun to be here. I'm fired up! I'm going to go do some influencing! Kevin, appreciate you, and everybody, we're super proud of you and grateful for you as Kevin said. So let's go make it happen. Let's make this the best quarter, spring, season of your life. We expect actually nothing less. Take care everybody.

Kevin: Alright friends, let's go get 'em! We'll be with you again a month from now.