

THE **POWER**” — OF — **COMMUNICATION**

PART FOUR!

THE MAGIC OF LANGUAGE

PART FOUR!

language



SKILLS

Words can weave magic



Tonality

38%

Voice
Tone (*pitch*)
Tempo (*speed*)
Timbre (*quality*)
Volume (*loudness*)



Physiology

55%

Posture
Gestures
Facial expression
Blinking
Breathing

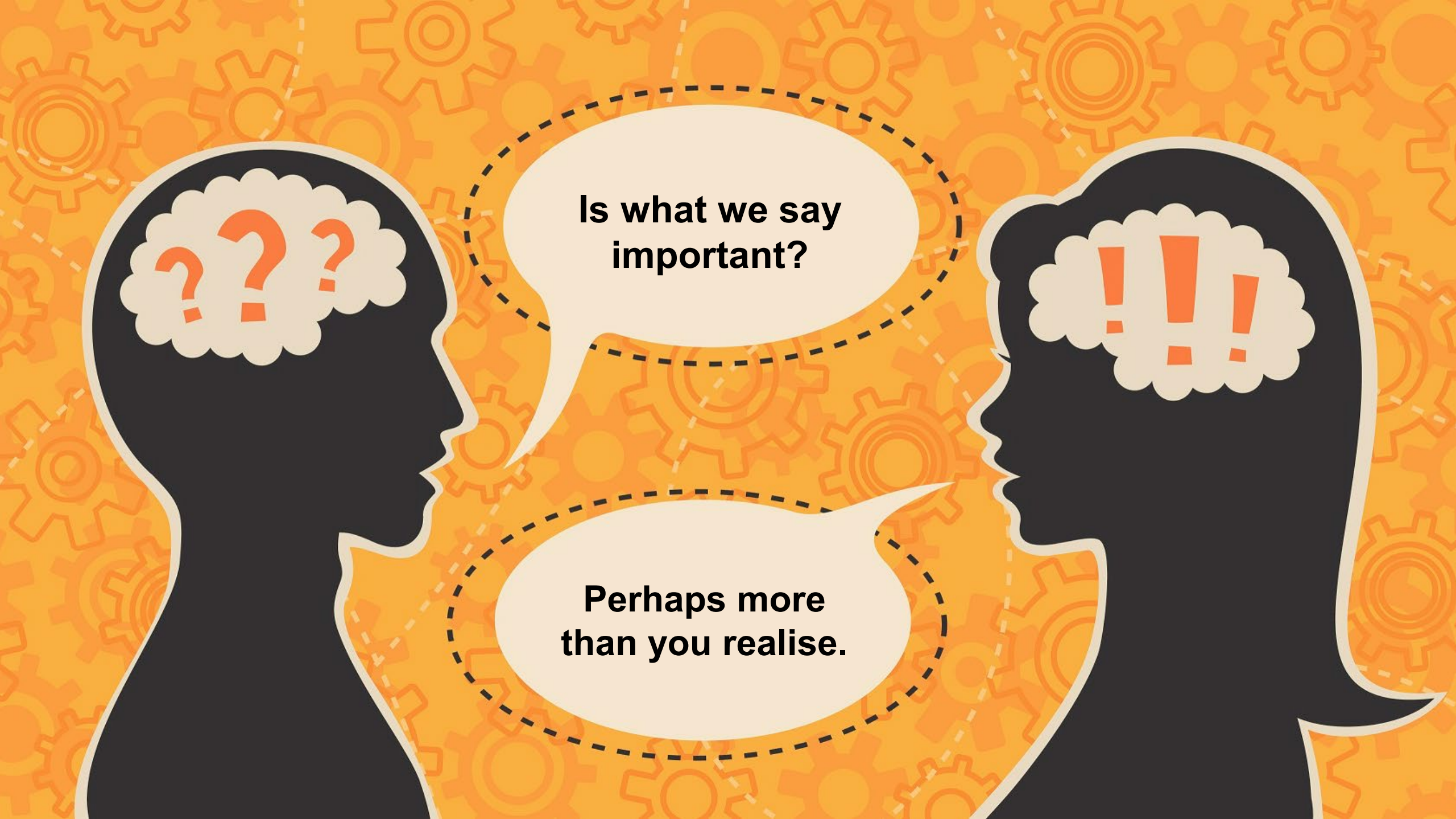


Words

7%

Key words
Common experience
Content chunks

'be more like the other person by matching and mirroring'

The image features two dark blue silhouettes of people's heads facing each other. The person on the left has a thought bubble containing three orange question marks. The person on the right has a thought bubble containing three orange exclamation marks. Between them are two white speech bubbles with dashed black outlines. The background is a vibrant orange with a repeating pattern of white gears of various sizes.

**Is what we say
important?**

**Perhaps more
than you realise.**

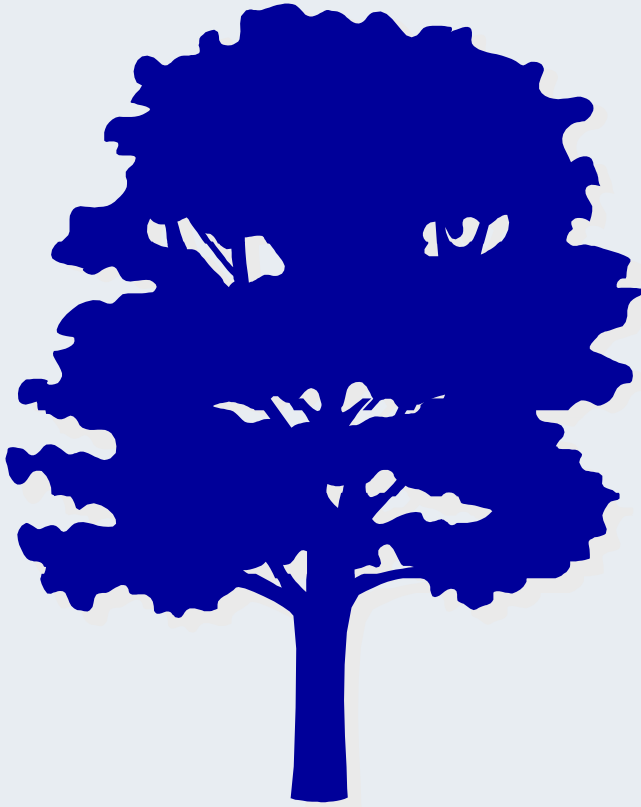


Subconscious Influence Principles

First rule of subconscious influence

Your subconscious mind
does **NOT**
process negatives!

Don't think of a blue tree!



Don't spill that drink.



Careful, don't trip.



Don't worry.



It's ok,
don't be scared.



Don't be nervous.



There won't be any pain, it won't hurt.



A close-up photograph of a young child with blonde hair and blue eyes, wearing a pink sweater. The child is holding a white sippy cup with both hands and drinking from it. The background is blurred, showing warm, out-of-focus lights, suggesting an indoor setting like a restaurant or cafe.

Carefully
with 2 hands

A fashion show runway scene. A model is walking on a white runway, wearing a long, black, sequined dress with a high slit and black high-heeled shoes. The audience is seated on either side of the runway, mostly in silhouette. The text "Tall & Proud" is overlaid on the left side of the image.

Tall
& Proud

Tall
& Proud

It's ok, don't be scared.

I will make sure you are relaxed all the way through.

It won't hurt, there won't be any pain.

I will make sure you are comfortable.

I don't want you to be nervous.

Stay calm and relaxed.

Relax
— and be —
Comfortable.



Calm
Comfortable
Relaxed

Sedation Dentistry

to in
about.

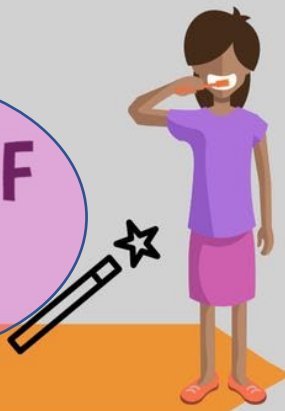


**Yes, Comfortable
Dental Care**



OVERCOMING YOUR FEAR OF THE DENTIST

6 Steps To Give You
Something to Smile About



Talk to your
dental team
about your
specific
fears



Distractions
like music,
podcasts or
videos can
be very
effective



Remember
that many
dental
procedures
are now
relatively pain-
free



Ask about
medications
that can help
sedate or relax
you during the
visit



Establish
control
through hand
signals so
your dentist
knows when
to stop



Deep
breathing
during
unpleasant
moments can
be calming

BROUGHT TO YOU BY:



In your teams

List 10 phrases that you regularly use that you now recognise as negatives and change them to more impactful, positive ones.

Two Little Words

But

The crown is the best choice for that tooth but
I can fill it, which is cheaper

I know you brush your teeth well, but you
really need to floss

I appreciate you worked last weekend but I
need you to work this Saturday

Thanks for clearing my surgery, but did you
put the autoclave on?

I know you work full time but I don't have any
appointments after 5pm.

‘And’

‘But’

The crown is the best choice for that tooth and
I can fill it, which is cheaper.

I know you brush your teeth well and you
really need to floss.

I appreciate you worked last weekend and I
need you to work this Saturday

Thanks for clearing my surgery and did you
put the autoclave on?

I know you work full time and I don't have any
appointments after 5pm.

Flip Your

‘But’

Sales

The crown is the best choice for that tooth
but I can fill it, which is cheaper.

Flip your but!!!!!!

I can fill the tooth which is cheaper, **but** the
crown is the best choice for the tooth.

Self Motivation

I want to go for a run **but** it's raining outside.

Flip your but!!!!!!!

It's raining outside, **but** I want to go for a run.



However
is just a posh 'but'

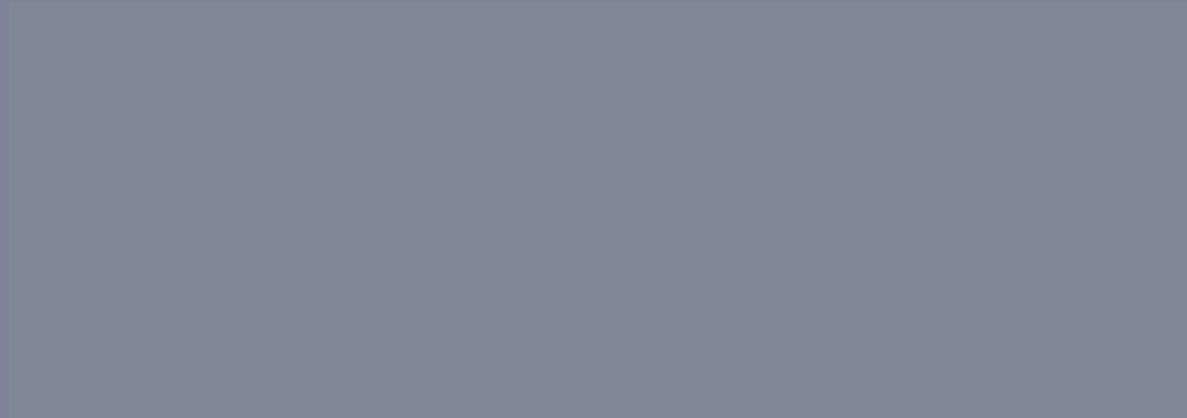


May I cut
in line?

60%

agreement

May I cut in line
because my boss
is in a major rush?



May I cut
in line?

60%

agreement

May I cut in line
because my boss
is in a major rush?

94%

agreement

May I cut in
line **because**
I need to make
5 copies?

‘You could fill the tooth with a white filling

but

when you *choose to crown* this tooth, you *benefit*
from it being stronger, durable & longer lasting

because

A crown looks just like a tooth, it’s made of
porcelain and protects the tooth from breaking
again.’

But & Because

- **Treatment**

- Implant and bridge
- Denture and all on four

- **Plan promotion**

- Pay-as-you-go and membership plan

- **Booking appointments**

- NHS vs private
- Time concerns

Pick a topic

Construct a
but/because sentence
that influences your
patient to choose the
better option

Are you taking on NHS patients?

‘We have limited availability on the NHS, booking in excess of 2 months **BUT** we can look after you as a practice member which starts at **just** £7 a month.’

Agreement Frame



The Agreement Frame

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- Usually when people disagree with someone, they use the word "**but**" to preface their own viewpoint

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- Everyone sees things from a different point of view
- Usually when people disagree with someone, they use the word "**but**" to preface their own viewpoint
- If you want to express your viewpoint while acknowledging another person's right to hold a different view, get rid of your buts

That's a lot of money

- I understand that it's a lot of money but you said you wanted to save the tooth.

~~BUT~~

That's a lot of money

- I understand that it's a lot of money **but** you said you wanted to save the tooth
- I understand that it's a large investment **and** what you said is that you wish to still have all your teeth in 20 years
- The crown will increase the chances of that being true.