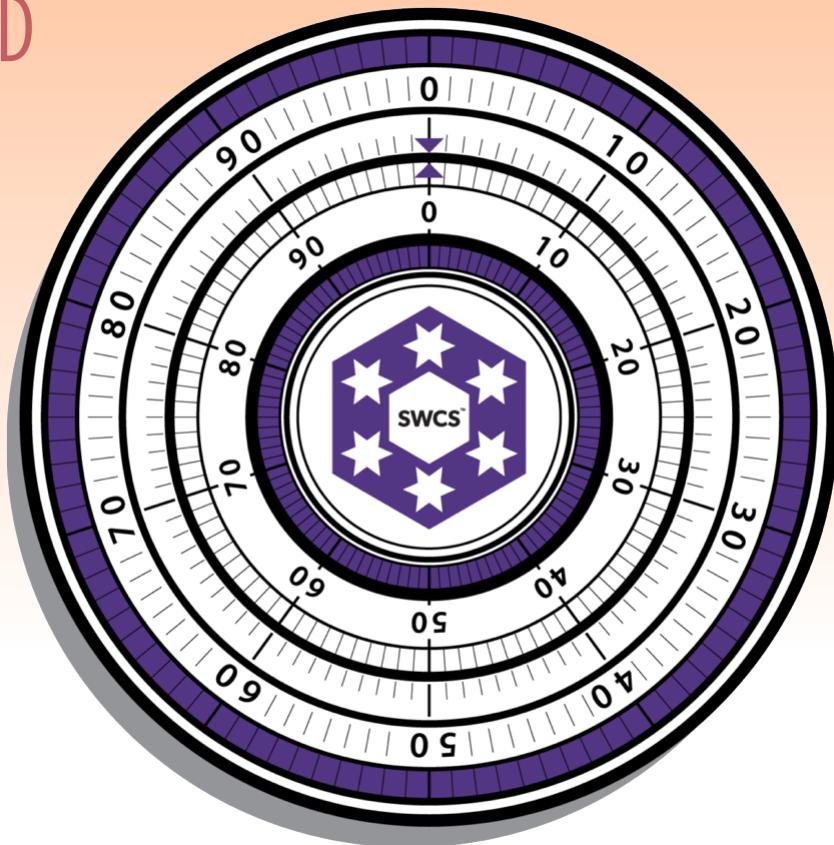


# E-LEARNING BY DOING PROGRAM

## Month 3 – The Strategy of Preeminence

# Cracking the Code into the Next Level of Success

WHAT MOST CEOS  
DON'T KNOW ABOUT –  
BUT SHOULD



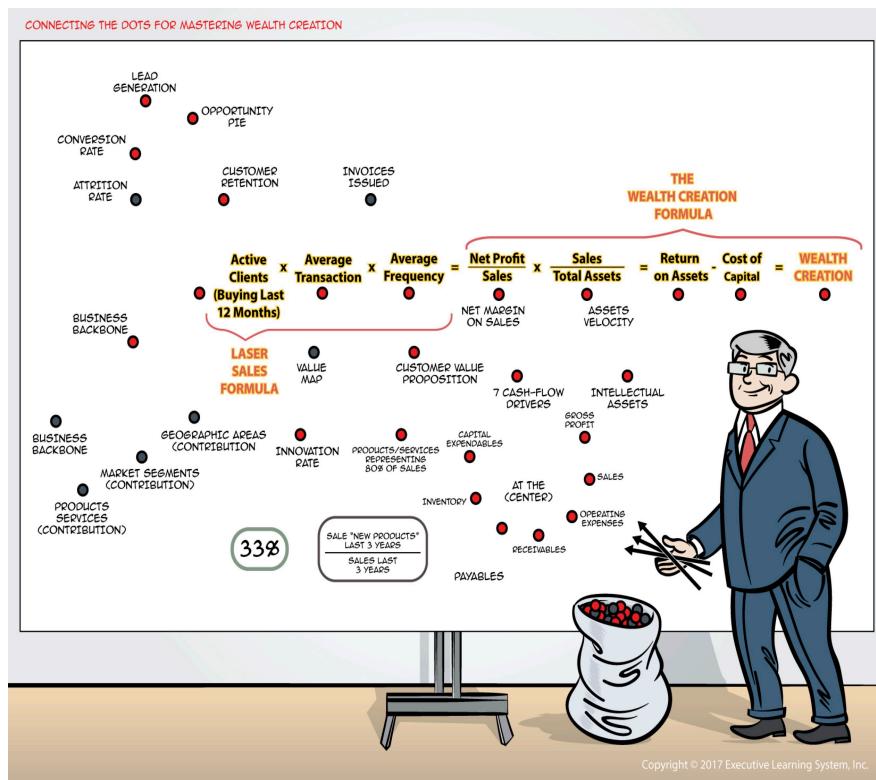
**CARLOS DIAS**  
& ASSOCIATES  
The Divergent Strategic Thinking Company™

# Algorithm to Double, or Even Triple Your Sales/Profits in 5 Years or Less

## 15 Important Points of Leverage You'll Learn in Quarter One of This Program

### Connecting Dots 11 to 15 in Your Business

This is Month 3 of the Program that shows **management teams** the business impact points **they have been missing** and explains how knowing these points **could make all the difference** between success and failure in a fast-moving, complex world.



### INSTRUCTIONS:

Read through the one-page explanation for each Dot. Then follow the step-by-step links and prompts to activate each Dot.

After you have completed all 5 Dots, follow the instructions for how to Connect the Dots to create immediate positive impact for your business.

## Q.1 — MONTH 3

# Algorithm to Double, or Even Triple Your Sales/Profits in 5 Years or Less

### Table of Contents

#### MONTH III: THE STRATEGY OF PREEMINENCE

Dot 11: Building Customer Loyalty

Dot 12: Using the Client Value Proposition as a Foundation for Preeminence

Dot 13: Taking Your “Preeminence” Temperature

Dot 14: How to “Read” Client Behavior

Dot 15: Creating Competitive Edge Using the Web Trend-Watcher™

Connecting the Dots to Build a **High-Value, Customer-Centric,**

**Competitor-Proof Strategy**