

Setting your growth goal

AGI at end of 2023 (A)

Expected attrition (B)
(Norm is 10-15%. In dollars)

New net if you get no new biz (C)
(A-B)

____% of growth over YE 2023 (D)
(In dollars)

Go get for 2024 (E)
(B+D)

Go get from existing for 2024 (F)
(60% of E)

Go get from new for 2024 (G)
(40% of E)
