

Deposit Goals

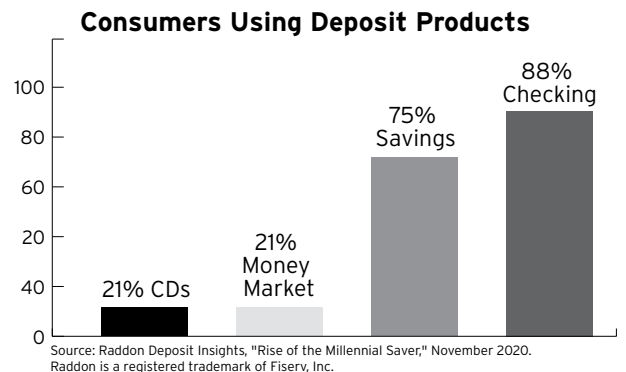
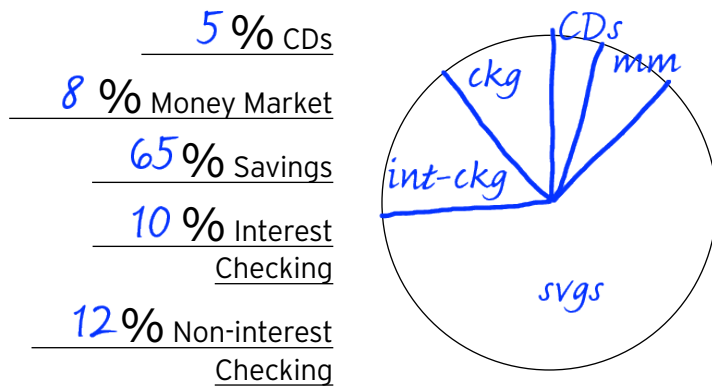
1 Deposit Goal(s)

ANNUAL DEPOSIT GOALS BY BRANCH						
BRANCH:	BRANCH A	BRANCH B	BRANCH C	BRANCH D	BRANCH E	TOTAL
SAMPLE GOALS:						\$20 million

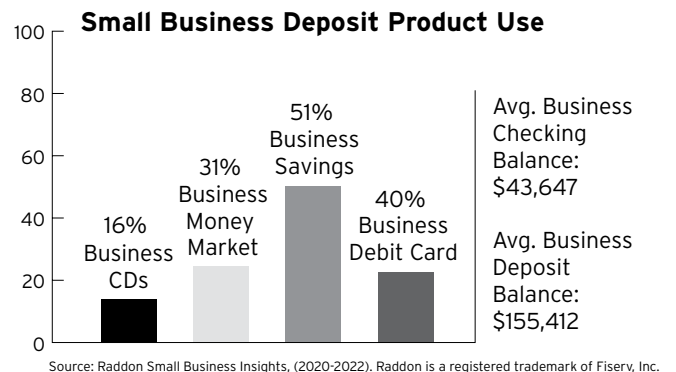
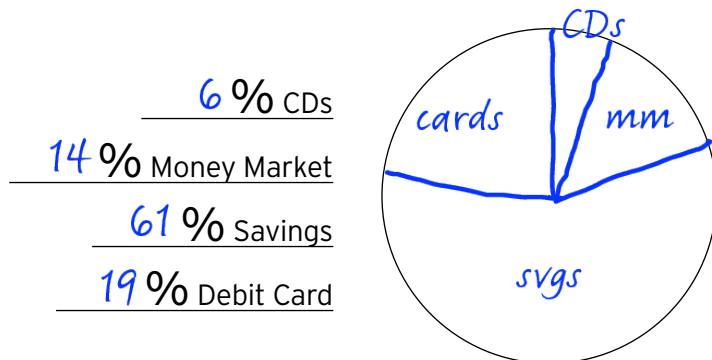
ANNUAL DEPOSIT GOALS BY _____						
						TOTAL
YOUR GOALS:						

2 Allocations | How do you want to build your deposits?

RETAIL → Benchmarks:



BUSINESS → Benchmarks:



3 Key Tactics

Divide and Conquer (goals)

Retail

Commercial

Remove Barriers

Switching

Opening

Plan for Retention

