



# Executive Program on Key Account Management

Key Account Management (KAM) is the process of planning and managing a mutually beneficial partnership between an organization and its most important customers.

## Program Highlights

- Fundamentals of Key Account Management
- Leveraging Key Account Management for revenue growth
- Implementing Key Account Management in your organization
- Build strong relationships with your top customers
- Metrics for tracking Progress
- Management Games & Role Plays

**Fees : INR 8,000 + GST**  
**Early Bird / Group Discount Available**

**Venue**  
WeSchool Campus, Bengaluru

**Date & Time**  
22nd February 2025 @ 9.30am Onwards

 9148076248 / 7406203363

 [enquiry@welingkarmail.org](mailto:enquiry@welingkarmail.org) / [ravi.rao@welingkar.org](mailto:ravi.rao@welingkar.org)

## Our Faculty



**Mr. Vikas Krishnamachari**  
Consultant and Trainer

Vikas Krishnamachari is a consultant and trainer who brings with him vast and rich experience in handling large businesses.

In his stellar career spanning over two decades, he has worked with some of the leading brands in the country such as Wipro Consumer Care, Bharti Airtel, Hewlett Packard and Tata Teleservices in Sales, Distribution, Business Development and Marketing across multiple geographies. In his last role, he handled the National marketing for the Broadband business for Bharti Airtel Ltd. He also has experience working with a social impact consulting organization helping large corporations and foundations effectively drive their social impact responsibilities.

Vikas has facilitated many trainings for corporate professionals in functional and behavioral skills. He has an in-depth understanding of the ecosystem and its keydrivers. He has handled consulting assignments to streamline Sales efficiency, improve Sales funnel, and align communication across channels. He is passionate about helping people become better versions of themselves as a Facilitator, Mentor and Coach.

He holds a management degree from Mumbai and a degree in Economics from the University of Delhi. He is a certified Emotional Intelligence trainer and is working towards achieving the coveted International Coach Federation ACC (Level 1) certification.