

Bitrix24[Ⓢ]

Success Stories

Seeing the whole picture with FullView Solutions



Johanika
Pretorius



Philip
Pretorius

- CEO of FullView Solutions
- Bitrix24 partner since 2017

Bitrix24[®]

Partnership that sticks: how trust became strategy

This is a story of **Johanika and Philip Pretorius – Bitrix24 Gold Partners based in South Africa** — who turned a simple CRM request into a thriving business across the continent. Discover how a strong vision, the right tools, and an unwavering commitment to clients created measurable success — and a legacy of innovation.

Beginning of partnership

What motivated you to become a Bitrix24 partner?

We had successfully sold and implemented Sage CRM for years until a real estate client asked for Bitrix24. After exploring the platform, we recognized its power and potential, and decided to become a partner. **Today, we work exclusively with Bitrix24.**



CRM



Tasks & Projects



Sites & Stores



Collaboration



HR & Automation



CoPilot

Work process

How did you start selling our products to your clients?

We started with cold calling and relied mostly on partner app leads. Sales were tough at the start, and the main challenge – then and now – is explaining what Bitrix24 is. We focus daily on understanding client pain points and finding the best solutions.

As a result, word of mouth has become our strongest marketing tool. Clients recommend us, and we support them every step of the way

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Work process

How is your process of attracting new clients structured now?

We rely heavily on **repeat business** and referrals for our larger projects. As part of our marketing strategy, we're developing a lead magnet campaign as well. We believe in partnering with clients, **not just selling** – we're committed to supporting them whenever they need us.

We call this “**stickiness**”: building lasting relationships where clients stay with us and Bitrix24, and where every level of their organization benefits from a long-term value.



Results

What results have you achieved during your partnership with us?

Our partnership with Bitrix24 has driven **significant growth**, expanding our reach across Africa and enabling us to serve diverse industries. We've built a strong team, created custom solutions, and gained international recognition.

Supported by the platform's flexibility and Bitrix24's resources, we deliver impactful solutions to businesses of all sizes. Our main office is in Johannesburg, with team members in Cape Town.

Advantages of partnership

What are the main advantages you see in partnering with our company?

Becoming a Bitrix24 partner is unlike previous CRM partnerships, which are costly and sales-focused. Other systems charge just for registration and shift sales targets frequently, prioritizing revenue over quality. With Bitrix24, we receive real support and feel like part of the business. **We're especially grateful to Elias and Lana of the Bitrix24 Partner Team for their constant help.**

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Advantages of partnership

How satisfied are you with our partnership overall?

We're very satisfied. Overall, we're proud to be part of a partnership that enables growth and innovation. We are excited about the product and are trying to inspire our clients with the same excitement.



Advice and recommendations

What advice would you give to new partners who are just starting to work with us?

1. Choose your staff wisely — it is vital.
2. Don't be afraid to say “no” to projects that don't make business sense.
3. Don't try to force Bitrix24 into something it's not designed for.
4. Go beyond just selling Bitrix24.
5. Reach out to clients from time to time to check how they are doing.

Partner success in numbers

Started in: 2017
Bitrix24 Gold Partner status obtained in: 2018
Regions/countries served: South Africa



10+
employees



7x
revenue growth



5x
team growth



✓ Service Provider

✓ Digital Agency

✓ Support Team

Become a partner and start representing the world's most versatile and affordable CRM



Free to enter



Up to 50% commission



Marketing support



Free leads



\$1,000 kickstart bonus

**Looking to achieve
the same success
with your business?**

Sign up for the Bitrix24
Partner Program!

(Use the link in the description)

