

Success Stories

Mistakes
are lessons.
Success is
the result



Bitrix24[®] Partners

From local to global: how asesores-e got big with Bitrix24

We sat down to talk with **César Villalobos**, CEO of **asesores-e**, a **Bitrix24 Gold Partner** based in Peru. They started selling Bitrix products before the first iPhone came out and worked their way to the top, becoming **#1 partner** in Latin America. Here's their story.

asesores-e.com

Introduction

How long have you been a partner of Bitrix24?

asesores-e has been growing alongside Bitrix24. We started selling Bitrix Site Manager [*a CMS released by Bitrix24 in the early 2000s, now discontinued*] years ago, and we were there from the beginning of Bitrix24's creation, cloud launch, and the first sales in Latin America.

Our first order with Bitrix24 was in February 2006, 18 years ago. We operate in all Spanish-speaking countries and have billing and banking capabilities in local currencies in Argentina, Chile, Colombia, Costa Rica, Ecuador, Mexico, the Dominican Republic, and the United States.



César Villalobos
CEO of asesores-e

- Bitrix24 partner since 2006
- Peru

 CRM

 Tasks & Projects

 Sites & Stores

 Collaboration

 HR & Automation

 CoPilot

Beginning of partnership

What motivated you to become a partner of Bitrix24?

We have always had the vision of helping Latin American companies make the most of Bitrix24's potential. From the very beginning, **we have seen Bitrix24 as a unique platform** with the power to transform the way businesses operate. We have used it ourselves and knew we could offer a powerful solution that could address business management challenges for many companies.



Full set of training materials

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What were your expectations at the beginning of the partnership?

At first, our expectations were low – we saw it as just another digital resource among the options we offered. But once we realized the great potential of Bitrix24, our expectations grew. We no longer wanted to just be a partner – **we wanted to be the BEST partner**, number one in Spanish-speaking countries, and why not, in the world.

Work process

How did you start selling Bitrix24 to your clients?

In 2006, we were selling Bitrix Site Manager. In 2009, Bitrix Intranet was launched (Bitrix Site Manager Enterprise with business management tools), and we continued offering the products because we used them and believed they were the best.

In 2012, Bitrix24 was launched – a CRM system combined with an online collaboration platform – and it has become our main working platform ever since.

Then we decided to become partners, get certified, and start selling Bitrix24 to our existing clients and especially to leads referred by the vendor. Over time, we have always wanted to educate clients on business transformation, digital management, and all the benefits they could get from a platform like this.

We sell from our own experience, always letting prospects and clients know that we manage everything through Bitrix24. Our team is large and trained in management tools and vendor-provided courses.

What's your client acquisition process like?

Today, our main client acquisition channel are lead referrals from Bitrix24. The way to attract and retain clients may look different today than it did 15 years ago, but we believe the foundations remain the same.

We sell from experience, visit and serve clients, and look for the best way for them to use all the tools and features of Bitrix24 according to their needs.

We adapt to the client's industry and size. What's important is that we don't just offer a license – we aim to train and certify clients so that everyone in the company can use Bitrix24 correctly, naturally, and intuitively.

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Bitrix24[®] Partners

We believe that by doing great work and offering excellent service, we will get recommendations from satisfied clients to reach more companies. Also, we use different strategies for client acquisition through SEO, social media, surveys, paid advertising, and email marketing.

Today, not being online is like not existing. So on our websites, we use keywords and provide relevant content through articles and blogs about Bitrix24, tools, features, business management problems and solutions, to lead people to our website, where they can try the platform with a demo or request a presentation.

What tools and resources from our company have been most useful to you?

Lead referrals are the best from a commercial perspective, and the digest for promotions is also very helpful. The courses, training, and certifications help us keep our team updated and trained to offer better service.

Another point to highlight is the constant interaction with the market support team, especially for the Spanish-speaking market. The support and guidance we receive from Vera and Marta [*Bitrix24 Partner Success Managers*] are exceptional.

Webinars



Social media



Paid ads



Offline events



Results

What results have you achieved during your partnership with Bitrix24?



536 companies served in 2024 alone



'2023 Award for the Best Training Offer' winner



Best Cloud Seller 2023



#1 partner in the Spanish-speaking market



8 companies across the Americas



100 projects delivered in 2024

What impact has our partnership had on your business?

We have undoubtedly improved our income thanks to being partners of Bitrix24. It has taken us out of our comfort zone, helped us learn, develop new skills, and grow according to demand. We started as a 3-person organization and now have **more than 50 employees around the world**.

Can you share specific numbers or examples of success?

This year [2025], we have served 101 new clients and Bitrix24 projects so far. Being positioned as one of the best partners means, we are always one of the first options in Bitrix24 instances. They recommend us for trainings or certifications, and we have already issued 207 certifications in 2024.

We have companies that have adopted Bitrix24 as their platform and business management model, considered success cases. Companies like **Solido, Hormigón Express, Innova Publicidad**, and others have thanked us for our services and guidance, finding in Bitrix24 the solution to their business or client management problems.

In 2023, we had the honor of being part of the Santiago 2023 Games – the Pan American and Parapan American Games – and it was an honor to be the chosen partner for this major event.

Benefits

What are the main benefits you see in partnering with Bitrix24?

Bitrix24 is a springboard for many companies that are just starting out, offering tools and resources that help them advance and achieve their goals.

It is an excellent business opportunity because digital management is still in its early stages. Working with technology and adapting to digital management models is a formula that will ensure the progress and future of the organization. The model allows you to start small and grow, offering cutting-edge, affordable, and user-friendly technology.

In addition, the partner program is attractive – it is a low-cost investment that brings many benefits for companies that are just starting out.

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How satisfied are you with our partnership in general?

The partner program has always been a **win-win**, so we are very satisfied. Bitrix24 has helped us and has been a vital part of our company's success, both in the operations we carry out (we do everything through Bitrix24) and in the many doors that have been opened thanks to clients we have acquired through our partnership.

Advice and recommendations

What mistakes did you make at the beginning and how can they be avoided?

We all make mistakes at the beginning – many of them, in fact, and they are part of the learning and growth process.

For example, we wanted to cover all the tools and features in one presentation, which became too long and, in the end, we weren't showing what best suited the client's needs. At that time, we felt frustrated and discouraged because we couldn't close the sale effectively. But over time, **I realized that those stumbles were valuable lessons that helped us improve.**

Now, when facing new challenges, I try to avoid those mistakes by taking a more analytical approach. We also realized the importance of “surrounding ourselves with experts” – training the team, encouraging them to get certified through Bitrix24's courses, tools, and resources.

It's common to want to have everything planned in detail before starting a project, but the reality is that many mistakes are discovered in practice. Sometimes, we wait for the perfect moment to act, but that moment may never come.

What matters is taking the first step, despite fears and uncertainties. Mistakes are inevitable, but what defines us is our ability to learn from them and keep moving forward.

So, if you are a new partner just starting out, I invite you to reflect on your fears and take that step. Remember that mistakes are opportunities for growth and that the path to success is full of twists and turns.



Advice and recommendations

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

1

Be your best customer: the best formula is to become a user yourself and be convinced that what you are offering to the client is the best on the market and works.

2

Train yourself and know Bitrix24 inside out: it is essential to have a deep understanding of all the features and functions of Bitrix24. This will help you better understand your clients' needs and offer customized solutions.

3

Seek partnerships or create alliances with an experienced Bitrix24 partner like asesores-e. We can help you train your team and your clients according to their needs, to implement the platform and train your users.



Case summary

Started in:	2006
Bitrix24 Gold Partner status obtained in:	2011
Regions/countries served:	Peru, Argentina, Chile, Colombia, Costa Rica, Ecuador, Mexico, the Dominican Republic, and the United States.



50+
employees



10x
revenue growth



16x
team growth

Awards:



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!

SIGN UP

