

NX Direct Earns A+ Accreditation from the Better Business Bureau

With a reputation for integrity and excellence, NX Direct has achieved the Better Business Bureau's top distinction: A+ accreditation.

ATLANTA, GA, UNITED STATES, October 9, 2025 /EINPresswire.com/ -- NX Direct is excited to announce that the company has officially earned [accreditation](#) from the Better Business Bureau (BBB) with an A+ rating, the highest distinction awarded by the organization. This milestone underscores NX Direct's dedication to building trust, maintaining transparency, and upholding the highest standards of integrity in the marketing and sales industry.



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The Better Business Bureau is a nonprofit organization that helps consumers find businesses they can trust. Accreditation requires a business to meet BBB's strict standards, which include honest advertising, honoring commitments, protecting customer privacy, and maintaining responsiveness in addressing any inquiries or concerns. NX Direct's A+ rating represents excellence across these categories, reaffirming the company's reputation as a reliable and principled business partner.

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Our goal is to make sure employees are in a better position than they were five years ago by providing better tools and opportunities for success.”

Nelson Figueroa

As a privately owned marketing and sales firm headquartered in Atlanta, NX Direct collaborates with Fortune 100–500 clients across various industries,

including telecommunications, energy, fiber optics, and streaming services. The company is recognized for its face-to-face, relationship-driven approach, which fosters brand awareness, drives customer acquisition, and cultivates long-term loyalty. By pairing professionalism with measurable results, NX Direct has earned the trust of leading brands while also delivering

meaningful growth opportunities for its team.

The A+ accreditation from the BBB is a reflection of how NX Direct conducts business every day. From training its team members to provide outstanding customer service to maintaining ethical practices in every client partnership, the company consistently demonstrates accountability and responsibility. This recognition also provides assurance to clients and customers that NX Direct is committed to operating with the highest level of professionalism in a competitive marketplace.

NX Direct's growth has been marked by both expansion and credibility. With more than 20 offices nationwide, the company continues to expand its impact into new markets while maintaining its focus on the values that guide its operations. The BBB accreditation serves as validation of those values and highlights the company's focus on longevity and reputation in the sales and marketing field.

The accreditation also benefits [NX Direct's team](#), many of whom are early in their careers. By working with a BBB-accredited organization, employees gain confidence knowing they are representing a trusted firm that emphasizes ethical business practices and credibility. This recognition strengthens the company culture, reinforces training, and supports the performance-based career path for which NX Direct is known.

Achieving BBB accreditation with an A+ rating marks an important milestone in NX Direct's story. It signals to clients, customers, and employees that the company is not only capable of delivering strong results but is also committed to doing so with honesty, fairness, and transparency. NX Direct views this recognition as both an achievement and a responsibility—one that it will continue to uphold as it continues to grow.

For more information about NX Direct and its BBB Accreditation, visit nxdirectatl.com.

About NX Direct

NX Direct is a sales and marketing firm based in Atlanta, GA, specializing in customer acquisition and career development in sales. With a mission to provide exceptional service for clients and real growth opportunities for its team, NX Direct focuses on hands-on training, leadership development, and performance-based advancement. The company is dedicated to developing leaders, cultivating a team-first culture, and achieving long-term success for both clients and professionals.

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