

Nearshore Business Solutions Partners with Nexus to Build a 100-Person Sales Team in Latin America

Nearshore Business Solutions partners with Nexus to build a 100-person sales team in Latin America, leveraging top-tier bilingual talent to drive growth, enhance customer engagement, and optimize costs through a scalable, nearshore hiring strategy.



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Dallas, Texas Feb 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - [Nearshore Business Solutions](#), a leader in [remote talent acquisition](#) across Latin America, has announced a strategic partnership with Nexus, a fast-growing technology company, to build and scale a high-performing sales team. Over the next 12 months, the partnership will focus on hiring and developing 100 skilled sales professionals to support Nexus' expansion and revenue growth.

By leveraging the nearshore model, Nexus is tapping into Latin America's vast pool of talented, [bilingual sales professionals](#). The region has become a preferred destination for global companies looking to

scale operations while maintaining cost efficiency, cultural alignment, and high productivity.

Why Latin America for Sales Talent?

The demand for nearshore sales teams has surged as companies seek alternatives to high-cost hiring markets. Latin America offers several strategic advantages, including:

- **Bilingual and Multilingual Talent** – Many professionals are fluent in English and Spanish, enabling seamless communication with North American and global clients.
- **Cost Savings Without Compromising Quality** – Hiring in Latin America allows companies to access top-tier sales talent at a fraction of the cost compared to U.S. and European markets.
- **Cultural and Time Zone Alignment** – Sales teams in Latin America work within U.S. time zones, ensuring real-time collaboration and higher responsiveness to prospects and customers.
- **Strong Sales and Customer Service Expertise** – The region has a growing reputation for producing high-performing sales professionals, trained in consultative selling and relationship-building.

"This partnership with Nexus represents a major step in helping companies build agile and results-driven sales teams," said Eric Tabone, Managing Director of Nearshore Business Solutions. "Latin America is an untapped goldmine for top sales talent, and we are excited to support Nexus in accelerating its growth by providing highly skilled professionals who can drive revenue and market expansion."

A Scalable, Performance-Driven Approach

The phased hiring plan will ensure Nexus builds a structured and effective sales operation. Nearshore Business Solutions will manage the end-to-end recruitment process, from sourcing and vetting candidates to onboarding and performance tracking. By leveraging data-driven hiring strategies, Nexus will gain access to a team tailored to its sales objectives.

With this collaboration, Nearshore Business Solutions continues to solidify its position as a trusted partner for companies looking to scale operations in Latin America. By helping Nexus build a robust, high-performing sales force, the company reinforces its commitment to enabling global businesses to grow efficiently with top-tier remote talent. In addition to sales professionals, Nearshore Business Solutions specializes in recruiting [software developers](#), [professional services](#), customer service, and IT specialists, providing companies with a comprehensive workforce solution to scale effectively.

For more information about Nearshore Business Solutions and its services, visit nearshorebusinesssolutions.com.



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