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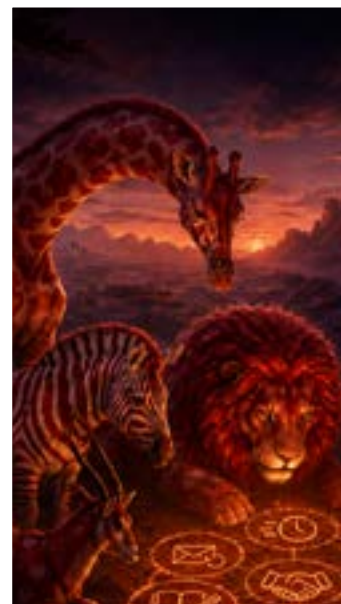
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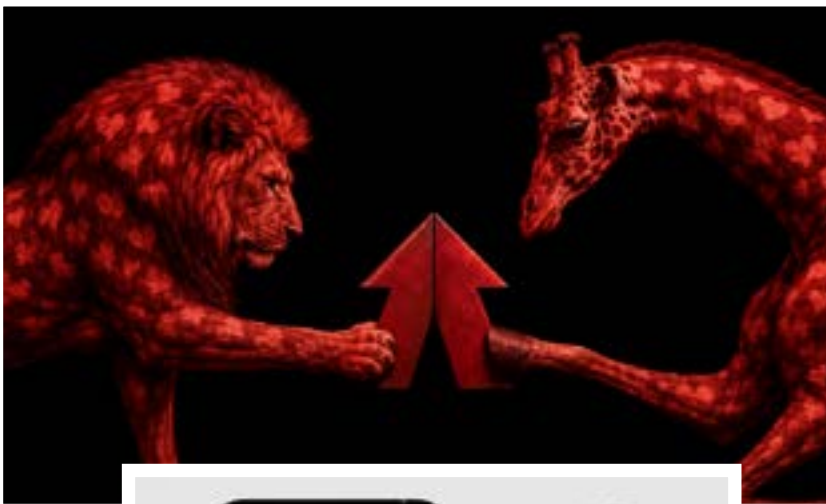
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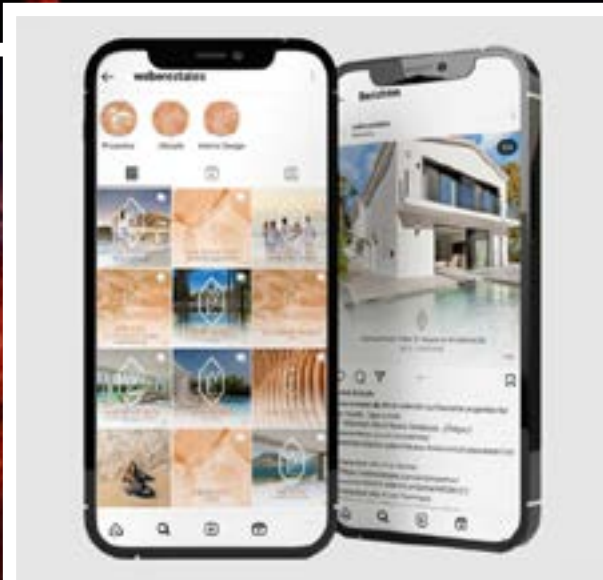
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EDITOR'S LETTER

Welcome to Issue 29 of Redline Company Magazine.

As the summer heats up, so does the conversation at Redline and this issue is dedicated to our latest Red Talks Sales Masterclass. A session focused on one of the most important questions facing businesses in 2026: how do you build a sales team that performs consistently?

For those who joined us live, this issue is a chance to revisit the key points and refresh the ideas shared during the masterclass. For those who could not make it, it brings you up to speed with the main takeaways and gives you clear next steps to consider for your own sales team.

Inside this issue, we look back at Mikael's masterclass, sharing key moments, practical takeaways and the actions businesses can start implementing immediately (page 13). We also explore

what actually makes a great sales team in 2026, from clear goals and fast communication to strong leadership, ongoing training and customer-first selling (page 16).

The theme continues with a closer look at the seven sales habits that separate top closers from average teams (page 22). We also cover a subject that is close to Redline's heart: the alignment between sales and marketing. This article explores why joined-up communication, shared goals and consistent messaging have become essential for growth (page 28).

As always, we introduce client case studies, illustrating how Redline's marketing team has helped long-term retainer clients generate leads and grow their businesses.

Until next time, we hope you enjoy the read!



Line Lyster

A man in a dark suit and light shirt is riding a large brown bull. The bull is running towards the viewer. The background is a dramatic, fiery red sky with dark, jagged mountains in the distance. The man is looking up and to the right, with his right hand raised in a gesture.

● RED TALKS - EDITION 2026

REDLINE COMPANY'S SALES MASTERCLASS WITH **MIKAEL ARNDT**

Redline Company recently hosted a sales masterclass with international sales trainer Mikael Arndt. The masterclass condensed lessons from Mikael's many years of sales training, research and practical experience into clear ideas that attendees could begin applying immediately. He has trained more than 100,000 professionals across 28+ countries from New York to South Africa, and worked with global brands including Google, Canon and Dun & Bradstreet.



ABOUT MIKAEL ARNDT

Mikael Arndt is the creator of Closers Only and the Ultimate Blueprint for Sales Success, a framework refined over four decades in sales.

He has trained more than 100,000 professionals across 28+ countries from New York to South Africa, and worked with global brands including Google, Canon and Dun & Bradstreet.

His work focuses on helping sales professionals become more confident, disciplined and effective at moving deals forward.

During the masterclass, Mikael also spoke about his personal background.

He described growing up in deprived circumstances before joining one of Sweden's leading sales forces, where he said he became its top salesperson within six months.

Great results begin with the courage to learn, grow and take action.

KEY LESSONS FROM THE MASTERCLASS

01 SET CLEAR GOALS

Mikael believes the best salespeople are goal-orientated and should write down their goals every day.

02 TRAIN CONSISTENTLY

Sales is like going to the gym: improvement comes through daily practice.

03 USE THE LAW OF FAMILIARITY

The more often you hear, practice and repeat something, the more familiar it becomes and the easier it is to apply.

04 ANALYSE YOUR PERFORMANCE

Record and review sales calls where appropriate, paying attention to how you sound and how you manage the conversation.

05 ASK MORE QUESTIONS

Follow-up questions show genuine interest and help uncover what the buyer really needs.

06 TALK WITH PEOPLE, NOT AT THEM

Listen carefully and ask questions to understand buyers.

07 KEEP FOLLOWING UP

Many sales are made only after several conversations

08 ASK FOR THE SALES

Salespeople often avoid discussing money because they fear hearing 'no'.

09 KEEP LEARNING

Natural confidence is not enough. Strong salespeople continue to study and improve.

The 'gift of the gab' is no longer enough. Those with a growth mindset expect to work hard, ask for feedback, welcome opportunities to improve and understand that progress takes time.

Every lesson learned is a step toward growth.







GOALS VERSUS TO-DO LISTS

Mikael explained that goals and to-do lists are not the same. A to-do list records the tasks that need to be completed. Goals define what you want to achieve. He encouraged his teams to write down their personal and business goals every morning. This helps create a clear picture of the desired outcome and keeps attention focused on what matters.



LEARN AND PRACTICE EVERY DAY



One of Mikael's recommendations was to read about sales for 30 minutes each day. He believes sales professionals must continue learning throughout their careers. The 'gift of the gab' is no longer enough. Those with a growth mindset expect to work hard, ask for feedback, welcome opportunities to improve and understand that progress takes time. Consistent study and practice are essential for anyone who wants to keep developing their sales performance.

ANALYSE SALES CONVERSATION

Just as sportspeople analyse their performance, sales professionals should review their conversations. Mikael suggested looking at:

- How you sound
- How clearly you communicate
- Whether you ask enough questions
- How well you listen
- How confidently you discuss money
- Whether you agree a clear next step

The aim is to identify what works and what needs to improve.



TALK WITH PEOPLE, NOT AT THEM

Mikael stressed the importance of showing genuine interest in what the buyer has to say. Asking relevant follow-up questions demonstrates that you are listening and helps uncover the buyer's real priorities. Increasing the number and quality of your questions can make a significant difference to a sales conversation.



WHAT SHOULD BE IMPLEMENTED IMMEDIATELY

- Write down your goals every morning
- Read about sales for 30 minutes each day
- Review your sales conversations
- Ask more follow-up questions
- Create a consistent follow-up process
- End meetings with a clear next step
- Make training part of your daily routine



FOLLOW UP AND ASK FOR THE SALE

Many sales people stop following up too soon. Mikael explained that buyers may need several conversations before they are ready to make a decision. Salespeople must therefore be confident enough to follow up and ask for the business. This does not mean pressuring the buyer. It means being clear about money, commitment and the next step.



OUR KEY TAKEAWAY

Mikael's message was simple: there are no secrets. The people who improve are those who set goals, practise, analyse their performance and do the work consistently. To become exceptional, salespeople must make conscious choices. Without those choices, it is easy to remain average.



Book a sales consultation with Mikael Arndt!

Mikael offers **30-minute consultations** to discuss **sales challenges**, **provide coaching** and **explain his training programmes**.

Book your consultation today
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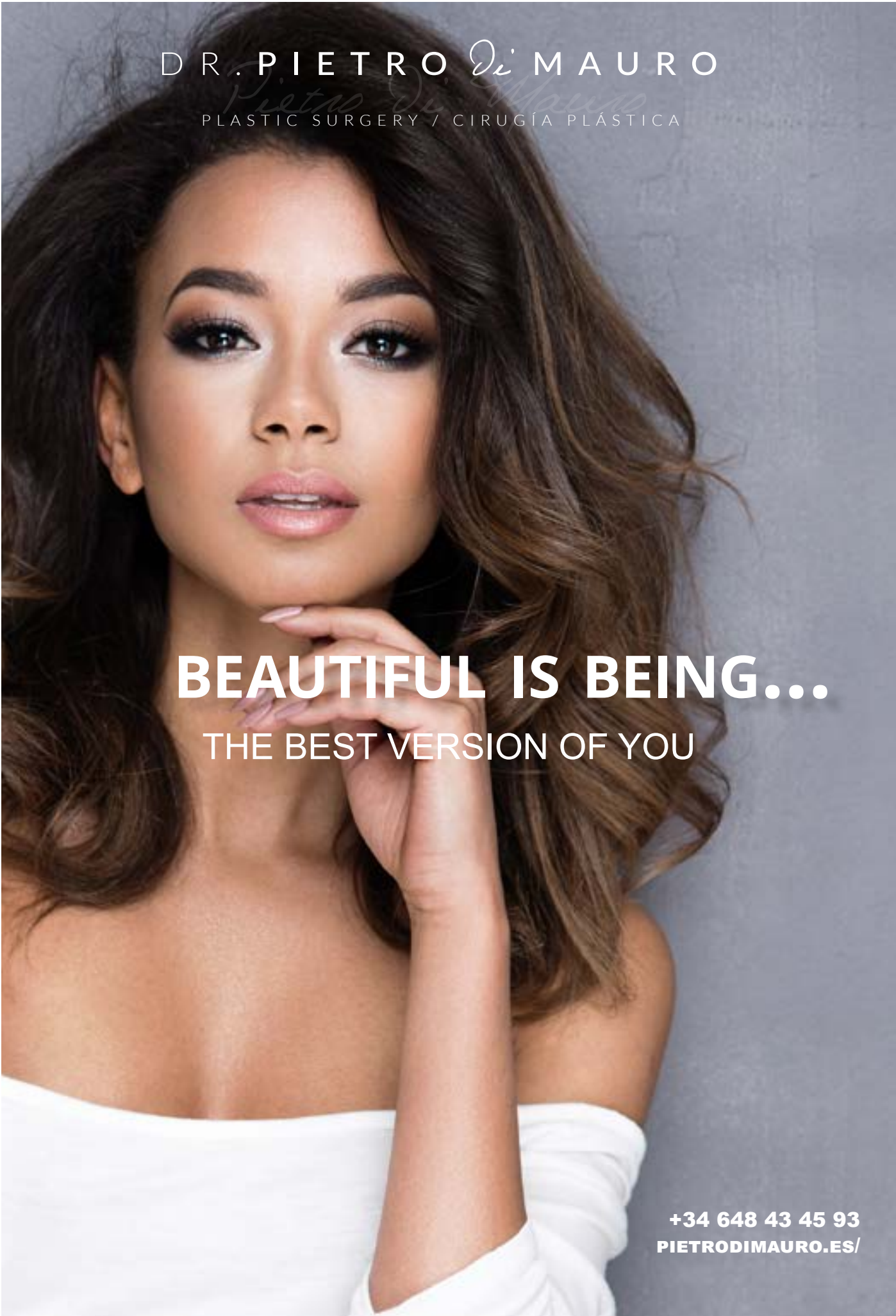
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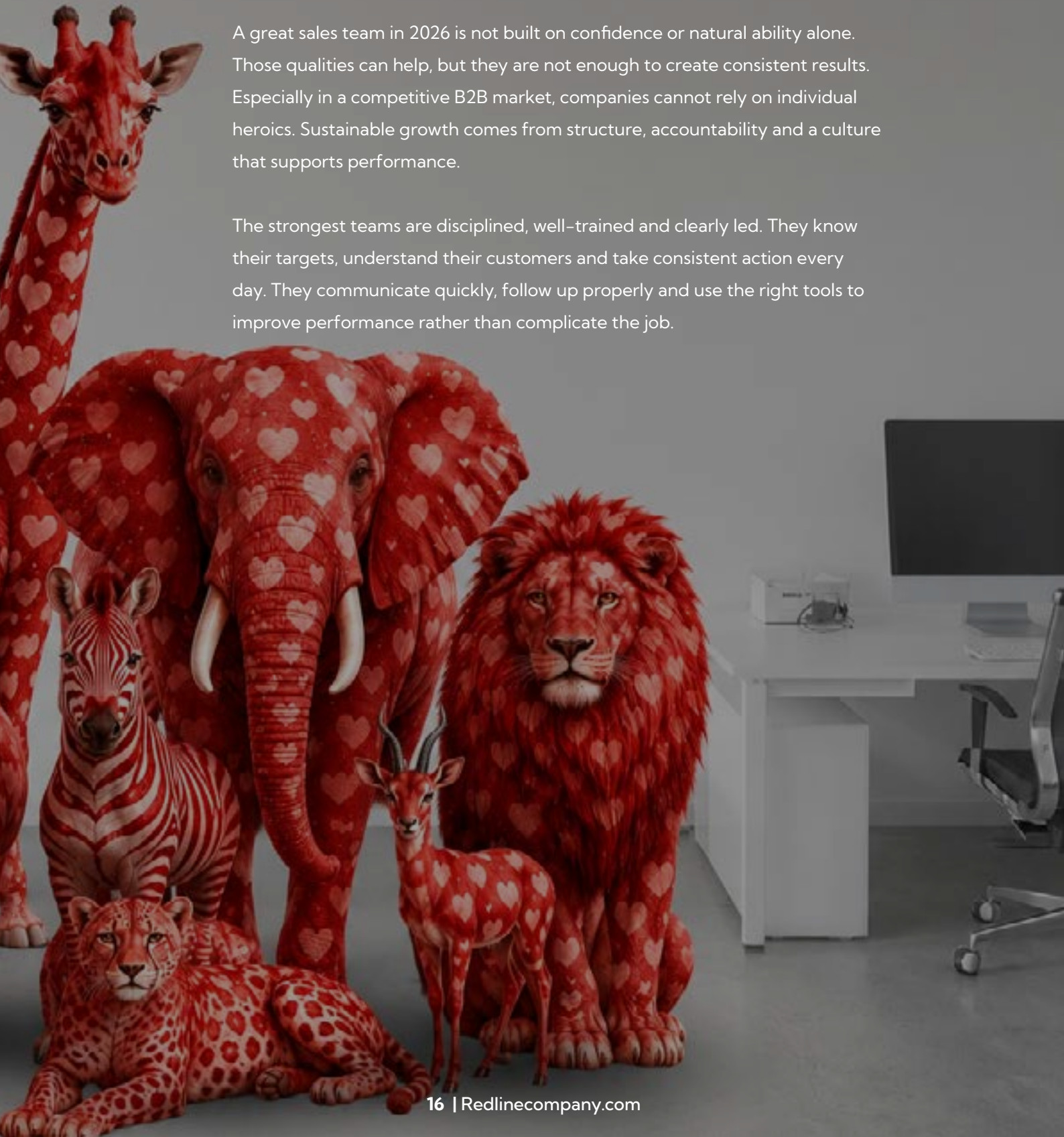
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WHAT MAKES A GREAT SALES TEAM IN 2026 ?

A great sales team in 2026 is not built on confidence or natural ability alone. Those qualities can help, but they are not enough to create consistent results. Especially in a competitive B2B market, companies cannot rely on individual heroics. Sustainable growth comes from structure, accountability and a culture that supports performance.

The strongest teams are disciplined, well-trained and clearly led. They know their targets, understand their customers and take consistent action every day. They communicate quickly, follow up properly and use the right tools to improve performance rather than complicate the job.



Clear goals and expectations

Every successful sales team needs clear goals. Revenue targets matter, but salespeople also need to understand the daily actions that lead to those results. That means knowing which activities to focus on, from calls and meetings to follow-ups and pipeline reviews. When expectations are clear, the team can work with more focus and accountability. Good sales leaders make goals visible, practical and measurable, so everyone knows what needs to happen each week to stay on track.

Consistent, focused activity

In 2026, good sales activity is. It is not about making noise, sending generic messages or chasing every possible lead. It is about targeting the right people, asking better questions and following up purposefully.

The best salespeople are consistent. They do not only prospect when the pipeline is weak. They build habits around outreach, follow-up and relationship management so that sales performance becomes more predictable.

Continuous training

Sales training cannot be treated as a one-off session during onboarding. Markets move quickly, buyers are more informed and competitors are constantly improving their approach. High-performing teams make learning part of the routine.

They review calls, practice conversations, share objections, discuss lost deals and keep improving how they present value. This does not mean endless theory. The best training is practical and linked to real sales situations. It helps people book more meetings, run better conversations, handle objections and close stronger opportunities.

In 2026, sales and marketing alignment is no longer a nice extra. It is a commercial requirement.

Strong sales leadership

A good sales leader does more than check the numbers; they create structure, coach the team and make sure expectations are clear. Strong leaders know when to challenge and when to support. They hold people accountable without creating a culture of fear. They also spot problems early on, whether that is a drop-in activity, weak pipeline quality or deals getting stuck at the same stage. It's more than managing targets, it is also about building people and successful habits.

Fast, clear communication

Slow replies can be infuriating for potential clients, buyers expect a quick response and useful information. Slow replies, unclear follow-ups or missed steps can damage trust before the deal can even get started.

Great sales teams respond quickly, but they do not rush. They understand the customer's situation, answer clearly and keep the process moving. They confirm next steps, do what they promise and make it easy for the buyer to move forward. Internal communication matters too. Sales teams should regularly share what they are hearing from prospects and customers. Marketing, customer success and leadership all benefit from timely feedback.

Technology that supports selling

Sales technology is now part of modern performance. CRM systems, automation, AI tools and data dashboards can all help teams work more efficiently. However, technology should support salespeople, not distract them. If a team spends more time updating systems than speaking to customers, the balance is wrong.

The best teams use technology as a tool. They track useful information, automate simple tasks where appropriate and use data to prioritise the right opportunities. But they do not forget that trust is still built through real human to human conversations.

Sales and marketing alignment

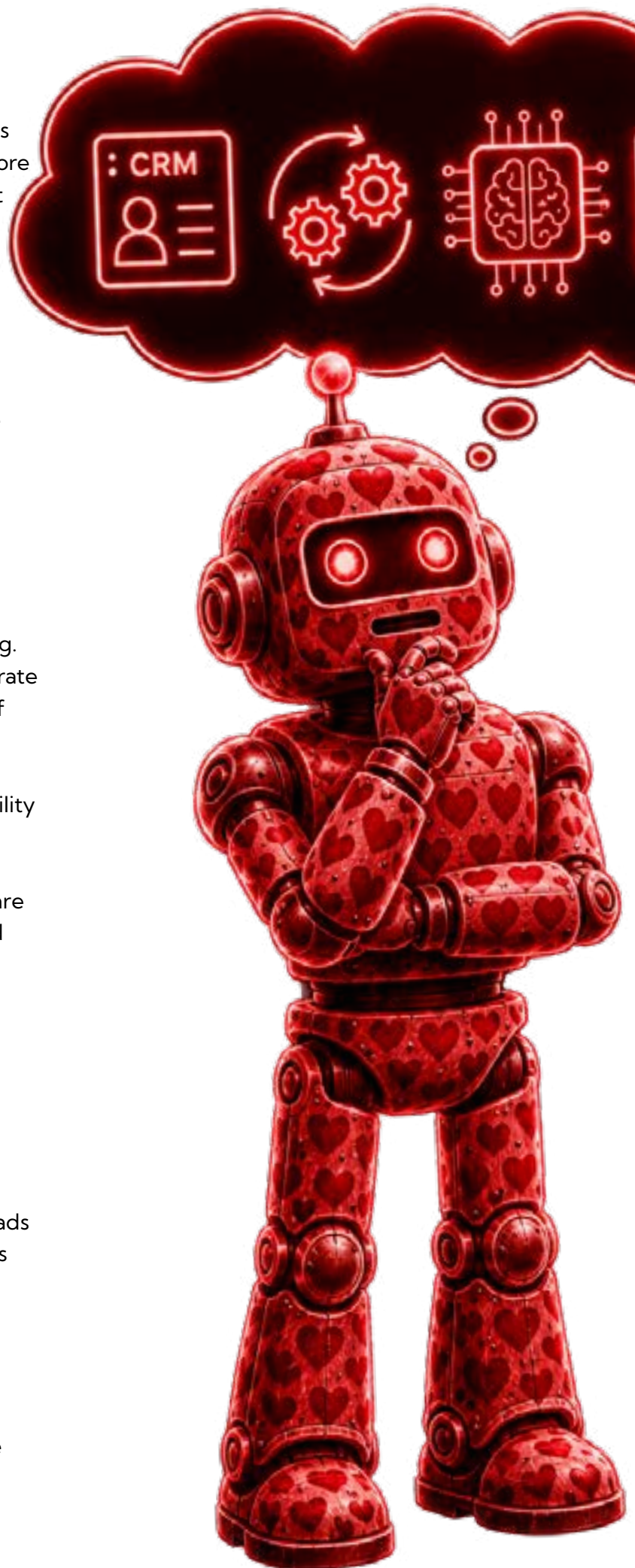
A strong sales team works closely with marketing. The two functions should not operate with separate goals, separate messages or separate versions of the customer.

Marketing helps generate demand, build credibility and provide content that supports the buyer journey. Sales brings direct feedback from prospects and customers. When both teams share feedback, messaging becomes sharper and lead quality improves. See page 30 for a deeper dive into this close relationship.

Better use of data

Successful sales teams use data to understand what is really happening. Are enquiries being followed up quickly enough? Are deals getting stuck at the same stage? Are certain types of leads more likely to become customers? Are proposals being lost for the same reason?

Used well, data helps teams spot problems early and focus on what works. It also makes performance easier to understand, because everyone can see where progress is being made and where changes are needed.





A customer-first mindset

The best sales teams are ambitious, but they are not desperate. They should understand that a bad-fit customer can become a problem later on. Customer-first selling means listening properly, understanding the buyer's real problem and being honest about whether you can provide the right solution. In other words, building trust as opposed to pushing for a quick sale at any cost.

This approach is commercially sensible. Strong relationships lead to repeat business, referrals and long-term growth. Badly sold deals may bring short-term revenue, but they often lead to dissatisfaction and pressure for the client and business.

A culture of accountability and collaboration

A strong sales culture is built on motivation, activity, learning and results. People need to know what is expected of them, but they should not feel they are working alone. Great teams share ideas, support each other and speak honestly about what is working and what needs to improve.

This matters because sales can be demanding. Rejection, pressure and uncertainty are part of the job. A strong culture helps people stay focused, resilient and willing to keep improving.



IN CONCLUSION

A great sales team is not created by hiring a few strong individuals and hoping they perform. It is built through leadership, training, structure and consistent action. The highest-performing teams combine clear goals, focused activity, ongoing training, strong leadership, smart technology and close alignment with marketing. They stay close to the customer, use data to improve and create a culture where people are expected to keep getting better. In the end, a strong sales culture keeps people moving forward... preferably towards the target, not the exit.



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THE **7** SALES HABITS SEPARATING **TOP** **CLOSERS** FROM AVERAGE TEAMS



Marketing plays a big part in attracting prospects, building trust and creating opportunities. However, once someone expresses an interest, it is the salesperson's responsibility to maintain momentum and guide them towards making a purchase.

The difference between a good salesperson and a great one is not just confidence, talent or a clever pitch. The best salespeople follow a clear process, do the basics well and know how to guide a potential customer towards a decision. Here are seven habits that separate good salespeople from great ones.



These habits are neither difficult nor complicated. The challenge is following them consistently.



01 QUICK RESPONSE

As soon as a potential client gets in touch, the clock starts ticking. Top teams respond while the person is still interested. They do not leave an enquiry sitting in an inbox or assume someone else will handle it. Speed can give your business an early advantage, especially in markets where a slower response culture is still common. For example, in Spain, acting quickly can help your company stand out from competitors who take a more relaxed approach.

02 PROPER FOLLOW UP

No reply does not always mean no. Potential buyers are also busy, and decisions can take time. Good salespeople do not give up after one email, but they also avoid sending endless "just checking in" messages.

Instead, every follow-up adds something useful: an idea, an answer, a case study or a reason to continue the conversation. The aim is to stay visible without becoming annoying.

03 ASK QUESTIONS AND LISTEN TO THE ANSWERS

Average salespeople start with the product. Great salespeople start with the customer. They ask about the buyer's problems, priorities and goals before recommending a solution, creating a more useful conversation and identifying whether there is a genuine fit. This also helps build trust and makes the sales process more relevant.

04 PREPARATION & LEARNING

Strong salespeople may make the job look easy, but good performance rarely happens by accident. Before an important call, they research the company, review earlier conversations and decide what they need to achieve.

They also keep learning. Top teams review calls, discuss deals, practise difficult conversations and learn from both wins and losses. Coaching is not only for people who are struggling. Even the best closers can improve.

05 ASK FOR THE BUSINESS

This is where many average salespeople hesitate. They explain the offer, send the proposal and wait for the buyer to act. Top closers are more proactive: they ask for the next step, discuss budget and identify what is delaying the decision.

This is not about pressure, but about making the buying process clear and helping the prospect move forward.

06 WORK WITH MARKETING

Sales and marketing should not feel like two separate businesses. Marketing creates interest and starts conversations. Sales hears directly from prospects and learns what buyers really care about.

When teams provide feedback and share data campaigns improve, content becomes more useful and sales receives better opportunities. The goal is not simply to generate more leads. It is to create the right conversations with the right companies.

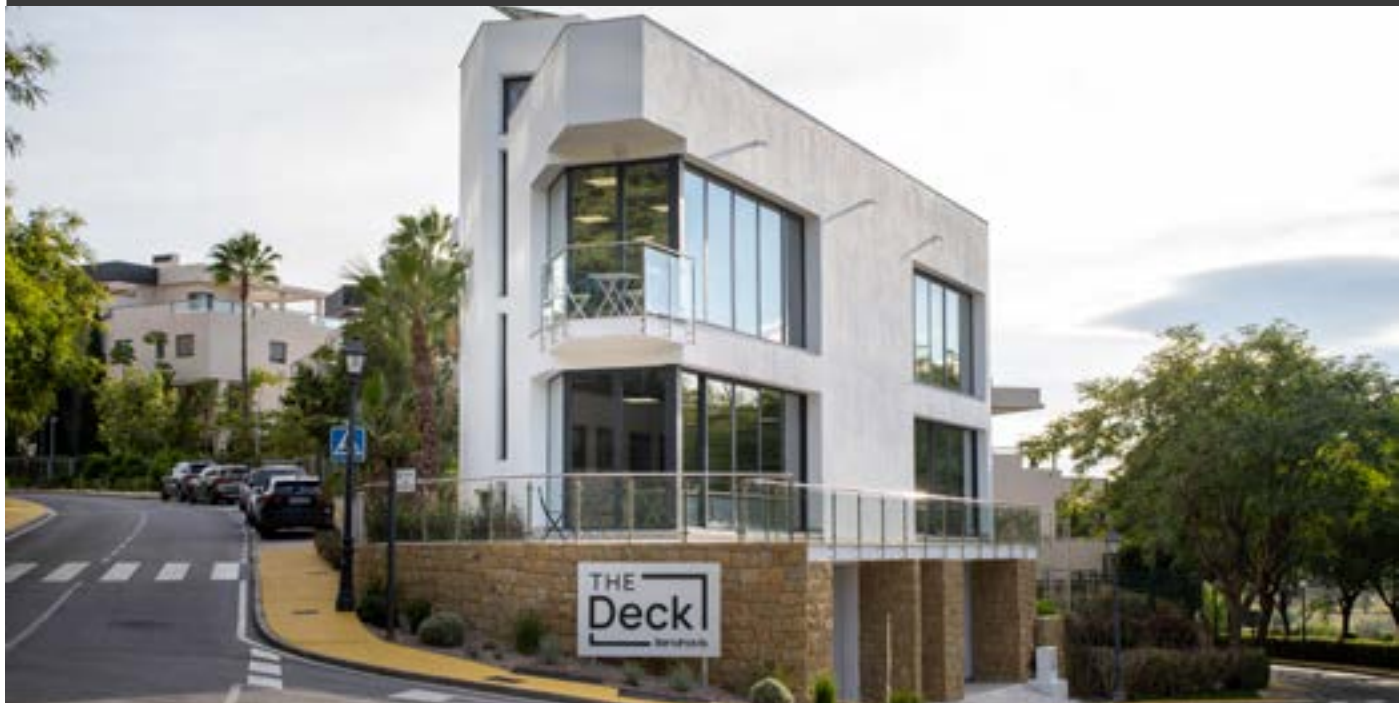
07 MEASURE WHAT MATTERS

Revenue is important, but it does not tell the whole story. Top teams also track what happens before a deal is won or lost.

- How quickly are leads contacted?
- How many conversations become meetings?
- Where do deals get stuck?
- How long does it take to reach a decision?

These numbers help managers find problems early and make better sales decisions.

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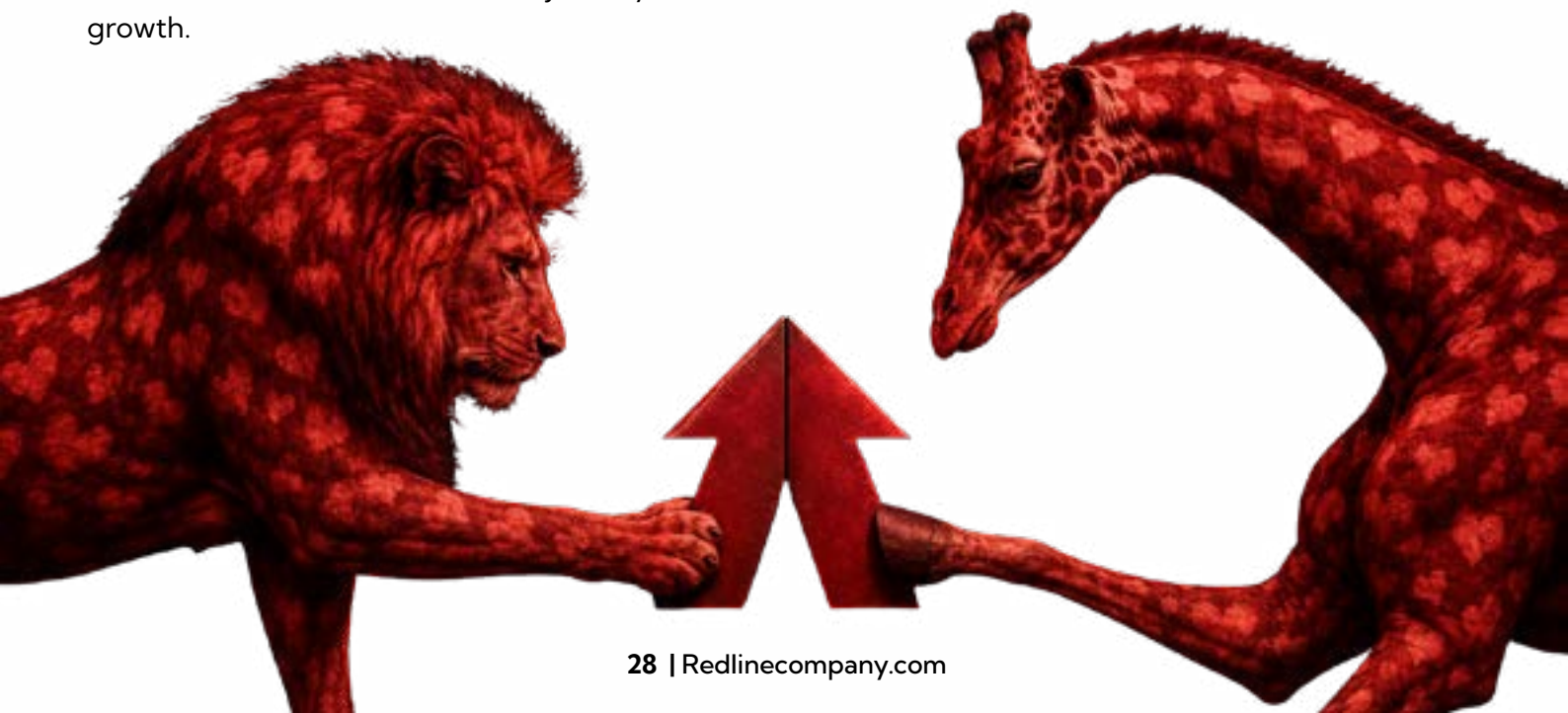
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SALES & MARKETING

ALIGNMENT: *why it matters*

Sales and marketing have always been closely connected, but in 2026 they can no longer afford to work as separate teams. The businesses growing fastest are the ones where both departments share the same goals, understand the same customer and communicate regularly.

When sales and marketing are aligned, marketing attracts better leads and sales has a stronger chance of converting them. The result is a smoother customer journey and better business growth.



One customer, one message

Buyers do not see a business in departments, they see one brand. That means the message they receive from marketing should match the conversation they have with sales.

If marketing promotes one thing and sales says another, trust can quickly be lost. Aligned teams agree on the key messages, customer pain points and reasons to buy. This creates a more consistent and professional experience from the first advert or email through to the sales call and proposal.

Better leads, better conversations

Good marketing is not just about generating more enquiries; it is about attracting the right people. When sales and marketing work together, marketing can understand which leads are most likely to convert, what questions prospects are asking and what objections are coming up. Sales can then receive warmer, more relevant leads and enter conversations with better context.

This saves time, improves conversion rates and helps the business focus on opportunities that are more likely to become customers.

Shared insight improves performance

Sales teams hear directly from prospects every day. They know what customers are worried about, what competitors are saying and which messages are working. That information is valuable for marketing. It can help shape campaigns, content, adverts, emails and website messaging.

At the same time, marketing data can show sales which campaigns are working, which topics are attracting attention and where demand is coming from. When this insight is shared regularly, both teams become stronger.

Alignment is a competitive advantage

In 2026, sales and marketing alignment is not just an internal process. It is a competitive advantage. Businesses that align both teams can move faster, communicate more clearly and create a better experience for prospects. They waste less time on poor-fit leads, respond more effectively to customer needs and build a stronger route to growth.

The best results happen when sales and marketing stop acting like separate departments and start working as one commercial team. Because when both sides are pulling in the same direction, the whole business moves forward.

“Sales are the oxygen of any business. Marketing fuels them. Together, they create momentum”.

"The strongest results come from the synergy between sales and marketing. When both teams share insight, understand the same customer and work towards the same revenue goal, the conversation changes. It becomes less about blame and more about growth.

For many businesses, achieving this level of alignment is difficult without dedicated marketing support. That is where Redline can help. Acting as an external marketing department, Redline works closely with businesses to understand their sales goals, strengthen their messaging and create marketing activity that supports real commercial growth."



Line Lyster

READY TO **ALIGN** YOUR SALES AND MARKETING?

If your business wants better leads, clearer messaging and stronger commercial results, Redline can help.

Our marketing team works with businesses to create joined-up campaigns that support sales,

attract the right customers and turn marketing activity into measurable growth.

To find out how Redline's marketing services could support your business, get in touch with our team today.

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ABOUT WEBER ESTATES

Weber Estates was a start-up real estate agency targeting the Danish market. The company required support with its branding, website and wider marketing activity, including lead generation. Redline designed the logo to reflect a clean Scandinavian aesthetic and designed and developed the website, including copywriting and SEO.

The company's social media accounts were set up and branded, with content created and posted regularly. Redline also organised a professional photoshoot with the client.

The next stage of the long-term strategy is to launch Google PPC and remarketing campaigns designed to generate qualified leads for the real estate business.

The Challenge

Weber Estates needed a credible brand and digital presence to launch in the Danish property market.

Our Approach

We developed a clean Scandinavian identity and created the core digital assets needed for launch.

The Result

The business launched with a consistent brand, professional website and a foundation for future lead-generation campaigns.



We



WATCH THE VIDEO



400+ LEADS GENERATED THROUGH PAID ADVERTISING

73% REDUCTION IN AVERAGE COST PER LEAD

77.1% IMPROVEMENT IN SEARCH ENGINE RANKINGS

VIEW PORTFOLIO



ber
Estates



OUR ACTIONS

- Project management
- Brand creation: Logo update and refresh
- Graphic design: website, social media branding, remarketing banners
- Website design & development: built in Wordpress and delivered responsive for all devices.
- SEO services: content and basic technical, keyword research (English and Danish)
- Copywriting: website with keywords (English and Danish)
- Lead generation: Set up, implement and manage Google PPC ads and remarketing campaigns
- Photoshoot on location
- Social media management & Video creation

ABOUT &LIVING

Danish and Polish owned real estate company, &Living, approached Redline as they wanted a more proactive approach to their marketing. The first step was to solve issues on their existing website, improving both the SEO and the user experience. Regular keyword rich blogs were produced as part of the ongoing SEO strategy.

Other copywriting tasks include the creation of magazine articles for brand awareness and editing existing information to create new downloadable brochures. Other tasks include ongoing social media management, including content creation, styling, growing the audience and scheduling the posts.

Redline's photographer has also created professional photographs to be used throughout all marketing channels.

The Challenge

&LIVING's marketing lacked the consistency and momentum needed to support its ambitions

Our Approach

We connected every customer touchpoint into a clearer journey from first impression to enquiry.

The Result

&LIVING developed a stronger, more cohesive presence designed to support awareness, engagement and long-term growth.



WATCH THE VIDEO



75% INCREASE IN LEADS GENERATED

20% AVERAGE NEWSLETTER OPEN RATE

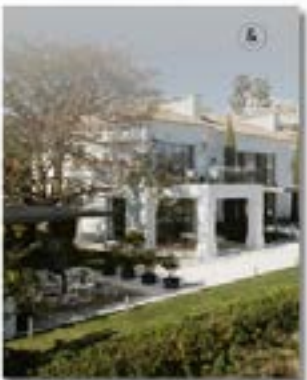
150+ PROFESSIONAL PHOTOGRAPHS CREATED

VIEW PORTFOLIO



OUR ACTIONS

- Brand creation: Logo update and refresh
- Website improvements: SEO, functionality, user experience
- SEO services: content and basic technical
- Content marketing: articles, blogs, newsletters, FAQs (English and Danish)
- Email marketing: automation of newsletters, content creation and distribution.
- Social media: Account styling, content creation, content editing, content management, growing audience and publishing
- Professional photography – photoshoot on location



**And just when you
think you've seen
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