

Sales UNTANGLED®

Impact Report



2025

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Our mission

Building brilliant sales and leadership teams

Most people are not trained in selling.

Worse, many people find selling awkward and shy away from something that feels uncomfortable or pushy.

Yet sales is the lifeblood of every organisation.

We're on a mission to help business owners become comfortable with selling. Because successful organisations are built around inspirational leaders at the head of brilliant sales teams.

Teams who combine smart customer strategies with efficient sales tools to drive real growth.

This is what creates the buzzing culture businesses thrive on.

Martin & Lynne.
Co-founders

Sales UNTANGLED®



Why did we become a B Corp?

A tricky question...

Sorry. There was no “hallelujah” moment.

When we came across B Corp it simply felt like it embodied our values about business. We always believed that business needed to do more to protect resources and people.

And that business needs to respect the environment in a way that leaves the planet healthy. Ultimately it's about more than just the money.

Add to this that the B Corp community is the most collaborative and supportive group you can wish to be a part of and we were sold.

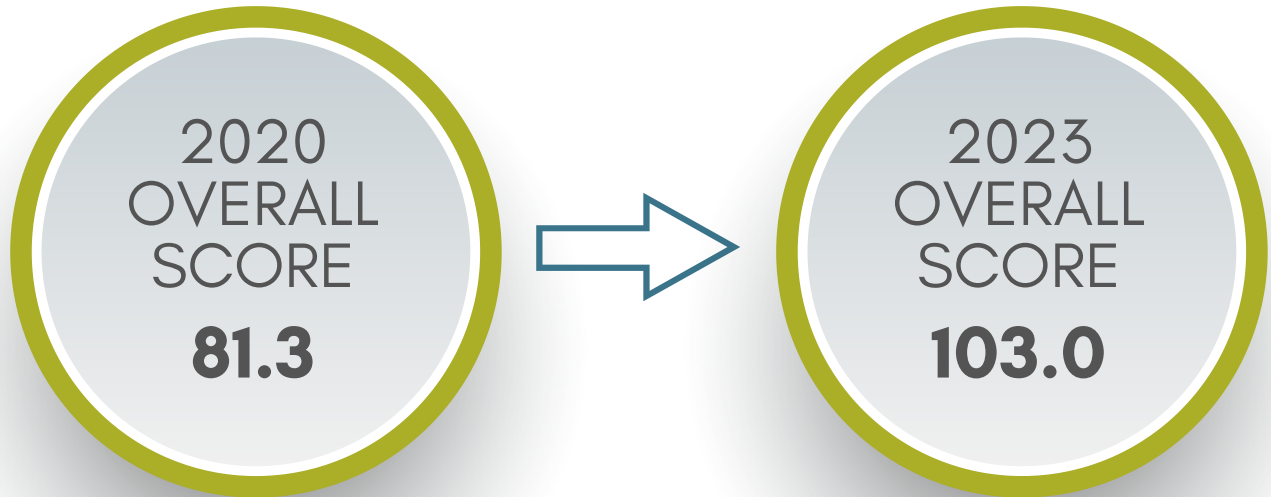
B Corp isn't for everyone (the certification process is as tough as reported) but we're happy to share our experience and help everyone make their organisations more sustainable.



We recertified as a B Corp in 2023

We've been a B Corp since 2020. B Corps are required to recertify every three years to ensure that they continue to meet the B Corp standards.

The recertification process guarantees that certified companies consistently uphold and continue working towards their benchmarks of social and environmental responsibility.



**Amazingly, we improved our points
"score" from 81.3 to 103.**

How is our score made up?

Community

Overall score: 56.5



Environment

Overall score: 15.9

Customers

Overall score: 12.5



Governance

Overall score: 18.0

How we are doing against our goals

SUPPLIER DIVERSITY

Over 25% of purchases from diverse-led businesses

TARGET

25%

ACTUAL

90%

LOCAL SUPPLIERS

Over 50% of expenses from suppliers within 50 miles of HQ

TARGET

50%

ACTUAL

100%

CUSTOMER REPEAT RATES

Over 80% of clients choose to buy from us more than once

TARGET

80%

ACTUAL

97%

SUPPORT NON-PROFIT ORGANISATIONS

Provide over 2.5% of founder time pro bono

TARGET

2.5%

ACTUAL

3.3%

CHARITABLE ORGANISATIONS

Donate minimum 1% of sales

TARGET

1%

ACTUAL

1.3%

RUN THE COMPANY NET ZERO

Maintained net zero since 2021

TARGET

100%

ACTUAL

100%

GREEN ENERGY

100% of electricity from renewable sources

TARGET

100%

ACTUAL

100%

RECYCLING AND LANDFILL

Maintain our commitment to zero landfill

TARGET

100%

ACTUAL

100%

Case study: A happy customer is a returning customer

When we're working with clients we always recommend they find a key customer measure: One that shows their customer values them more highly than their competition.

In some industries you might be a nominated category partner, or maybe a preferred supplier.

For us that measure is client repeat rate.

Most of our work is project-based and nothing shouts satisfaction louder than a paying customer who chooses to come back.



OUR GOAL: OVER 80% OF CLIENTS BUY MORE THAN ONCE

In the five years to 2023/24 97% of our clients came back. So why isn't our target higher?

This is a measure that requires patience! Not all clients come back immediately. Sometimes we need to wait a year for them to return. Other projects might be known one-offs even before we start. 100% isn't always achievable.

What underpins this goal? We have a client promise: If you're unhappy we'll re-work it.

It's a promise that's never been needed and it's our aim to keep it that way. Returning clients are happy ones.

"ABSOLUTELY INVALUABLE KNOWLEDGE. TOTALLY WONDERFUL TEAM. DON'T MISS OUT!"

Case study: Supporting our business community

You'll have noticed that over half our B Corp points are earned in the Community category. Why's that?

It's five years since we launched Wycombe Wednesdays.

Just as the government was encouraging us to "eat out to help out" we were planning the launch of a new networking event on behalf of the Federation of Small Businesses (FSB).

Since those early days we've hosted over 500 local business owners and given speaker slots to over 30 experts, more than 80% of them women.

We have a lovely mix of people who come once and the returning regulars. All are given a warm welcome, learn something and have a giggle before getting on with their day.

This is just one story amongst the many partnerships, networks and business groups we support.

Helping out our local business community is a rewarding way to do business and absolutely central to the way we run Sales: Untangled.

"FABULOUS GROUP! REALLY GLAD TO HAVE ATTENDED. ANOTHER EXCELLENT WYCOMBE WEDNESDAY!"



Case Study: Maintaining emissions targets

We've been net zero since 2020 but we've missed our emissions target for the last two years.

That might sound surprising coming from a B Corp and we're very dedicated to making sure we're operating Sales: Untangled as sustainably as possible.

But we're facing an impossible dilemma.

Most leadership development and training events get better results when they're face to face.

Being face to face means more travel. Emissions increase.

It doesn't make any sense to accept worse results just because it reduces carbon consumption.

It's a reminder that greening your business might not run in a straight line. And you shouldn't beat yourself up when you're working hard to reduce your footprint ♻️

Yes, you can choose an electric car or take public transport. But it's not practical to take a bus to Berlin or Madrid.

Organisations in all sectors face these questions day after day. Climate tech is still in its infancy so often the perfect answer doesn't yet exist.

OUR GOAL IS TO ENCOURAGE MORE PEOPLE TO ASK THESE AWKWARD QUESTIONS ABOUT THE INDUSTRIES THEY OPERATE IN.

If enough people ask the questions then smarter people than us will eventually come up with workable answers.



What next?

There's still work to do!

Being a B Corp is central to our belief that business is about people and planet as much as it's about profit.

There are 5.5m businesses in the UK. If every one made a small step towards operating sustainably just imagine the vast potential we can unlock.

Our sustainability mission is to build business communities, spread the word about the difference we can make together, and encourage others to take the first step.

If you've enjoyed reading this then remember to tell someone else!

Martin & Lynne

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Certified



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