

Sales Personality Test

For each question, tick the one answer that is most like you at work. There are no right answers, and every option is a sound way to work.

Go with your first instinct, and answer as you are on a normal day rather than your best one. It takes about three minutes. Score it on the scoring page.

1 **It is Monday morning and your pipeline is thin. You:**

- | | |
|---|---|
| ☐ A Block out two hours and call people who have never heard of you. | ☐ C Study one target industry until you understand its problems. |
| ☐ B Go through your current customers for ones ready to buy more. | ☐ D Go back to stalled deals and ask each buyer for a clear yes or no. |

2 **Which part of selling do you enjoy most?**

- | | |
|---|---|
| ☐ A Working out what the buyer's real problem is. | ☐ C Introducing two people who ought to know each other. |
| ☐ B The first conversation with a complete stranger. | ☐ D Watching a customer you signed years ago keep growing. |

3 **A prospect says, "Send me some information." You:**

- | | |
|--|--|
| ☐ A Ask what they would need to see in order to decide. | ☐ C Send it with a note on how a similar customer uses the product. |
| ☐ B Send it, and book the next call before you hang up. | ☐ D Ask who else on their team you should meet. |

4 **A buyer goes quiet after your proposal. You:**

- | | |
|--|---|
| ☐ A Send something useful about the problem they described. | ☐ C Try again by another route: phone, email, a colleague. |
| ☐ B Ask a shared contact what is happening on their side. | ☐ D Ask directly whether the deal is still alive. |

5 **In a first meeting, most of your time goes on:**

- | | |
|---|--|
| ☐ A Getting to know the person across the table. | ☐ C Finding out who decides, by when, and with what budget. |
| ☐ B Asking questions until the real need is clear. | ☐ D Learning how they work today, so you can serve them well later. |

6 **The buyer says your price is too high. You:**

- | | |
|---|---|
| ☐ A Find a smaller place to start, and grow the account from there. | ☐ C Hold the price. There are other buyers in your pipeline. |
| ☐ B Ask what number would get it signed today, and trade something for it. | ☐ D Go back over what the problem is costing them. |

7 **How do most of your best leads arrive?**

- ☐ A Someone I know refers them.
 - ☐ B I go out and find them.
 - ☐ C Existing customers buy again, or buy more.
 - ☐ D People see something I have written or said, and get in touch.
-

8 **You have a free day to help the team hit its number. You:**

- ☐ A Visit your three biggest customers.
 - ☐ B Go to an industry event and work the room.
 - ☐ C Join teammates' late-stage deals and help get them signed.
 - ☐ D Run a calling blitz on a fresh list.
-

9 **You lose a deal you expected to win. You:**

- ☐ A Look for the moment you should have asked for the decision.
 - ☐ B Shake it off and fill the gap with new prospects.
 - ☐ C Keep the relationship warm. People change jobs.
 - ☐ D Ask the buyer why, and rework your approach.
-

10 **A customer of two years calls with a complaint. You:**

- ☐ A Dig into the root cause so it does not come back.
 - ☐ B Own it, fix it, and check in again next week.
 - ☐ C Bring the right people from both sides together to sort it out.
 - ☐ D Fix it, then raise the renewal while you have their attention.
-

11 **Which target would you rather be measured on?**

- ☐ A New customers won.
 - ☐ B Share of proposals that end in a signature.
 - ☐ C Customers kept and grown.
 - ☐ D Average deal size.
-

12 **A colleague describes you to a new hire. They say you are:**

- ☐ A The one who knows the product and the market inside out.
 - ☐ B The person who knows everyone.
 - ☐ C The person customers never want to leave.
 - ☐ D Fearless about picking up the phone.
-

13 **It is the last week of the quarter. You spend it:**

- ☐ A Getting every open proposal to a decision.
 - ☐ B Asking happy customers for introductions.
 - ☐ C Making sure renewals and expansions land on time.
 - ☐ D Opening next quarter's pipeline while everyone else is busy.
-

14 **You get ten minutes with a senior executive. You:**

- ☐ A Find what you have in common and build from there.
 - ☐ B Offer one insight about their business they have not heard before.
 - ☐ C Use it to win a proper meeting.
 - ☐ D Ask what it would take to move forward, and who signs.
-

15 **Which sentence sounds most like you?**

- ☐ A "I solve the problem, and the sale follows."
- ☐ B "I ask for the business."
- ☐ C "I look after my customers, and they stay."
- ☐ D "People buy from people they like."

Score your answers

Circle the style beside each letter you ticked, then count how many times you circled each style. Your highest count is your main style and the next is your second. Most people are a blend of two. Each style appears in 12 of the 15 questions, so every score is out of 12.

Q	A	B	C	D
1	Hunter	Farmer	Consultant	Closer
2	Consultant	Hunter	Connector	Farmer
3	Closer	Hunter	Farmer	Connector
4	Consultant	Connector	Hunter	Closer
5	Connector	Consultant	Closer	Farmer
6	Farmer	Closer	Hunter	Consultant
7	Connector	Hunter	Farmer	Consultant
8	Farmer	Connector	Closer	Hunter
9	Closer	Hunter	Connector	Consultant
10	Consultant	Farmer	Connector	Closer
11	Hunter	Closer	Farmer	Consultant
12	Consultant	Connector	Farmer	Hunter
13	Closer	Connector	Farmer	Hunter
14	Connector	Consultant	Hunter	Closer
15	Consultant	Closer	Farmer	Connector

Hunter
count

Farmer
count

Consultant
count

Closer
count

Connector
count

THE STYLES

What your style means

Hunter You open doors.

You get your energy from the start of a sale: the cold call, the first meeting, the new name in the pipeline. A no does not stay with you for long, and an empty calendar makes you restless rather than anxious.

Strengths Builds pipeline from nothing. Recovers from rejection quickly. Comfortable starting conversations with strangers. **Watch for** Follow-up and record keeping can slip once the chase is over. May move on from an account that would have grown. Often a fit for SDR, BDR and new-business roles. Pair with a Farmer so what you win is kept.

Farmer You keep and grow what is won.

You play the long game. You remember what a customer told you last spring, you fix problems before they are raised, and your accounts renew because leaving you would feel like a loss. Your numbers arrive quietly and keep arriving.

Strengths Customers stay, and buy more over time. Reliable forecasting, because you know your accounts. Turns a complaint into loyalty. **Watch for** Can wait too long to ask for the expansion. New-business targets may feel like a different job. Often a fit for account management and customer success. Pair with a Closer when a renewal needs a firm ask.

Consultant You diagnose before you prescribe.

You sell by understanding. You ask more questions than most, you know the product and the market in depth, and buyers treat you as an adviser. Complex deals suit you, because complexity is where your preparation shows.

Strengths Earns trust with senior and technical buyers. Larger deals, because the solution fits the problem. Learns new products and industries fast. **Watch for** Can keep educating a buyer who was ready to sign. Long discovery can slow a simple sale. Often a fit for solutions, technical and enterprise sales. Pair with a Closer to bring long deals to a decision.

Closer You ask for the business.

You are at your best when a decision is on the table. You are comfortable talking about money, you find out who signs and by when, and you would rather hear a clear no than a friendly maybe. Deals around you end, one way or the other.

Strengths Turns proposals into signatures. Holds value under price pressure. Qualifies early, so time goes to real deals.

Watch for Directness can feel like pressure to a cautious buyer. May trade long-term goodwill for this quarter. Often a fit for full-cycle account executive roles. Pair with a Consultant on complex deals and a Farmer after the signature.

Connector You sell through people.

You know everyone, and you like it that way. Your best leads come from introductions, your customers send you their friends, and you remember names, children and birthdays without trying. People buy from you because they trust you first.

Strengths A steady flow of referrals and warm introductions. Quick rapport with almost anyone. Strong in partnerships, channels and communities. **Watch for** A good relationship can hide a deal that is not moving. May avoid a hard question to protect the friendship. Often a fit for partnerships, channel sales and relationship-led fields. Pair with a Closer to turn goodwill into revenue.

Run it with your team without paper: seemypersonality.com/team-personality-assessment

Take it online with instant scoring: seemypersonality.com/sales-aptitude-test. This quiz is a reflective tool for conversation. It is not a validated psychometric test and should never decide a hire. Free to copy for team and classroom use. ©

SeeMyPersonality 2026.