

What's Your Personality

How you sell will, to a certain extent, be determined by your personality style. To find out your primary selling style, complete the following instrument.

1. Completing the Instrument

As you read down each of the four columns—A, B, C, and D—place a checkmark beside any word or phrase that you feel applies to you. Once you've done that, total the number of checkmarks in each column and put the numbers into the two formulas below.

The result of the formulas may be either a positive or negative number.

A	B	C	D
<input type="checkbox"/> Reserved	<input type="checkbox"/> Quick	<input type="checkbox"/> Animated	<input type="checkbox"/> Deliberate
<input type="checkbox"/> Guarded	<input type="checkbox"/> Clear	<input type="checkbox"/> Easygoing	<input type="checkbox"/> Soft spoken
<input type="checkbox"/> Cautious	<input type="checkbox"/> Fast-paced	<input type="checkbox"/> Friendly	<input type="checkbox"/> Calm
<input type="checkbox"/> Good time management skills	<input type="checkbox"/> Risk taker	<input type="checkbox"/> Open	<input type="checkbox"/> Prefer to ask questions than make statements
<input type="checkbox"/> Seek facts	<input type="checkbox"/> Assertive	<input type="checkbox"/> Informal	<input type="checkbox"/> Co-operative
<input type="checkbox"/> Disciplined	<input type="checkbox"/> Dominant	<input type="checkbox"/> Time management skills could be better	<input type="checkbox"/> Even paced
<input type="checkbox"/> Difficult to get to know	<input type="checkbox"/> Very firm handshake	<input type="checkbox"/> Impulsive	<input type="checkbox"/> Supportive of others
<input type="checkbox"/> Somewhat impersonal	<input type="checkbox"/> Make statements rather than ask questions	<input type="checkbox"/> Approachable	<input type="checkbox"/> Team player
<input type="checkbox"/> Businesslike	<input type="checkbox"/> Socially outgoing	<input type="checkbox"/> Prefer to dress informally	<input type="checkbox"/> Cautious
<input type="checkbox"/> Usually avoid small talk	<input type="checkbox"/> Expressive	<input type="checkbox"/> Easy to get to know	<input type="checkbox"/> Like to help others
<input type="checkbox"/> Always dress appropriately	<input type="checkbox"/> Excitable	<input type="checkbox"/> Personable	<input type="checkbox"/> Prefer others to start conversations
<input type="checkbox"/> Get quickly to the point	<input type="checkbox"/> Know what I want	<input type="checkbox"/> Smile	<input type="checkbox"/> Moderate opinions
<input type="checkbox"/> Take charge attitude	<input type="checkbox"/> Tell people what I want	<input type="checkbox"/> Accept things at face value	<input type="checkbox"/> Quiet
<input type="checkbox"/> Non-emotional	<input type="checkbox"/> Make my point strongly	<input type="checkbox"/> Interested in others	<input type="checkbox"/> Content to let others take the lead
<input type="checkbox"/> Make rational decisions	<input type="checkbox"/> Emphatic	<input type="checkbox"/> Permissive	<input type="checkbox"/> Avoid use of power
<input type="checkbox"/> Logical	<input type="checkbox"/> Competitive	<input type="checkbox"/> Emotional	<input type="checkbox"/> Good problem-solving skills
<input type="checkbox"/> Somewhat formal	<input type="checkbox"/> Not afraid to use power	<input type="checkbox"/> Enjoy people	<input type="checkbox"/> Good time management skills
<input type="checkbox"/> Decisive	<input type="checkbox"/> Expressive communicator	<input type="checkbox"/> Can share feelings	<input type="checkbox"/> Detail oriented
<input type="checkbox"/> Good administrator	<input type="checkbox"/> Dislike being alone	<input type="checkbox"/> Think things through before making decisions	<input type="checkbox"/> Reserved
<input type="checkbox"/> Like to be in control	<input type="checkbox"/> Spontaneous	<input type="checkbox"/> Enjoy counselling others	<input type="checkbox"/> Not overly expressive
Total A:	Total B:	Total C:	Total D:

$$\begin{array}{r}
 A \underline{\hspace{2cm}} \text{ minus } C \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \\
 B \underline{\hspace{2cm}} \text{ minus } D \underline{\hspace{2cm}} = \underline{\hspace{2cm}}
 \end{array}$$

2. Plotting Your Results

When plotting your results, note that the 0 is in the center of the chart with positive numbers going down or to the right of center and negative numbers going up or to the left of center.

If the result for the A minus C formula is a positive number (1 to 20) put a mark on the vertical A-C line below the horizontal B-D line.

If the result for the A minus C formula is a negative number (-1 to -20) put a mark on the vertical A-C line above the horizontal B-D line.

If the result for the B minus D formula is a positive number (1 to 20) put a mark on the horizontal B-D line to the right of the vertical A-C line.

If the result for the B minus D formula is a negative number (-1 to -20) put a mark on the horizontal B-D line to the left of the vertical A-C line.

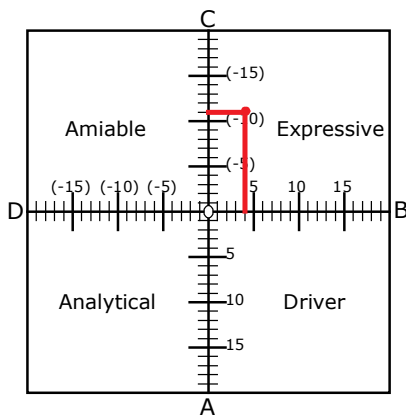
If the result of either or both formulas is 0, just put a mark in the center.

Where the lines intersect is your personality style (see example).

Example:

$$A6 \text{ minus } C17 = (-11)$$

$$B12 \text{ minus } D8 = 4$$



Plot your results below:

