

# What's Your Sales Personality?

The D.O.P.E. Personality Assessment

<p><b>D</b> <b>Dove</b> Relational - Loyal Trust-driven</p>	<p><b>O</b> <b>Owl</b> Analytical - Precise Detail-oriented</p>	<p><b>P</b> <b>Peacock</b> Expressive - Enthusiastic Social</p>	<p><b>E</b> <b>Eagle</b> Dominant - Decisive Results-driven</p>
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Answer all 20 questions by clicking the radio button next to the response that best reflects how you actually think and behave. When finished, go to the last page and click Calculate My Results.

***Your first instinct is almost always your most honest answer.***

NAME \_\_\_\_\_

DATE \_\_\_\_\_

COMPANY \_\_\_\_\_

**Q1 When setting your annual sales goals, you...**

- A Set the highest defensible number and work backwards relentlessly
- B Focus on relationships to deepen and referrals to earn
- C Build a detailed plan with monthly milestones, metrics, and tracking
- D Set the biggest number that fires you up and tell everyone about it

**Q2 When you walk into a sales call, your first move is to...**

- A Set the tone — bring energy, make them laugh, make them remember you
- B Find something personal to connect on before getting to business
- C Identify the decision-maker and get straight to why you're there
- D Pull out your research and start qualifying with precise questions

**Q3 Your personal sales philosophy comes closest to...**

- A An educated buyer is your best customer — knowledge builds confidence
- B Every no is just the door before yes — stay relentless, keep asking
- C People don't care how much you know until they know how much you care
- D If they're not excited when you leave, you haven't done your job

**Q4 A close friend asks your honest opinion about a bad idea. You...**

- A Find the gentlest way to express concern — you don't want to hurt them
- B Find a way to be honest while keeping their spirits up
- C Walk them through the facts — they asked, so you give the real answer
- D Tell them exactly what you think — that's what real friends do

**Q5 Planning a vacation, you...**

- A Pick somewhere exciting and start packing — the adventure is the point
- B Decide where you want to go, book it in twenty minutes, and move on
- C Research everything — hotels, restaurants, reviews — before booking
- D Let the family vote — the whole point is everyone enjoying it together

**Q6 You walk into a party where you barely know anyone. You...**

- A Start working the room — you came to meet people, so let's go
- B Hang back and observe — engage when you find someone worth talking to
- C Find the person standing alone and make them feel like they belong
- D Find the most interesting or influential person and introduce yourself

**Q7 When conflict breaks out on your team, you...**

- A Get in the room, address it directly, shift the energy fast
- B Make a call, set a direction, and move the team forward
- C Gather all the facts quietly before weighing in
- D Work to restore harmony — make sure every person feels respected

**Q8 The night before a major sales call, you...**

- A Get into peak state — walk in ready to perform, not just present
- B Research their business, industry, and competition in detail
- C Think about the person — who they are, what matters to them
- D Identify the decision-maker, your ask, and close strategy — then sleep

**Q9 Facing a tough objection, your instinct is to...**

- A Address it directly, ask a clarifying question, go straight to the close
- B Reframe it with a story or analogy that flips the perspective
- C Validate their concern so they feel heard, then work through it
- D Respond with facts, third-party proof, and a logical counter-argument

**Q10 Your perfect Saturday morning looks like...**

- A Quiet time with a book or podcast that feeds your mind
- B Slow coffee and a long breakfast with family — no rush, no agenda
- C Brunch with people you enjoy — good conversation, good energy
- D Up early, workout done, three things crossed off the list before 9am

**Q11 When presenting to a prospect, you open with...**

- A The bottom line — what it does, what it costs, and the ROI
- B A story so vivid they can already see themselves winning
- C The long-term vision of what a real partnership could look like
- D Data — benchmarks, case studies, proof that the numbers hold up

**Q12 What drives you hardest in your sales role?**

- A The rush of a great presentation and the recognition that comes with winning
- B Solving a complex problem with the right solution backed by solid data
- C Hitting the number — being first, on top, outperforming everyone
- D The moment a customer tells you that you genuinely made a difference

**Q13 Someone cuts you off in traffic. You...**

- A React in the moment — maybe a honk — then laugh it off
- B Note what happened, move on — it's not worth your mental energy
- C Assume they're having a rough day and let it go completely
- D Accelerate, get in front of them, and get on with your day

**Q14 In a team sales meeting, you're most likely to...**

- A Be the one driving the energy — if the room is flat, you fix it
- B Take notes, ask sharp questions, and analyze before offering opinions
- C Push the conversation toward a decision and keep things moving
- D Make sure quieter voices are heard and the team feels unified

**Q15 When a deal falls through, your first reaction is...**

- A File it as a loss, update the pipeline, move to the next one immediately
- B Vent it out, reframe it fast, find the humor in it to reset
- C Debrief yourself — what data did you miss, what could have been tighter
- D Reach out to preserve the relationship — the next deal matters more

**Q16 Your customers would most likely describe you as...**

- A The person they trust most — reliable, consistent, always there for them
- B The one who delivers — you said you would, and you did
- C The one they enjoy most — memorable, high-energy, never boring
- D The expert — you always have the right answer and data to back it up

**Q17 When a prospect keeps stalling on a decision, you...**

- A Set a deadline, create urgency, and ask for a decision directly
- B Call them, get them fired up again, remind them why they wanted it
- C Give them breathing room and check in when it feels natural
- D Send more supporting detail to reduce every remaining uncertainty

**Q18 Your strongest sales asset is...**

- A The trust and safety people feel around you — they open up completely
- B Your personality and presence — people genuinely want to buy from you
- C Your depth of knowledge — nobody in the room knows more than you
- D Your closing instinct — you ask when others hesitate

**Q19 If people who know you well described you in one word, it would be...**

- A Dependable — they know you'll always be there when it matters
- B Magnetic — being around you just feels good
- C Relentless — when you decide to do something, it gets done
- D Sharp — you always know more than everyone else in the room

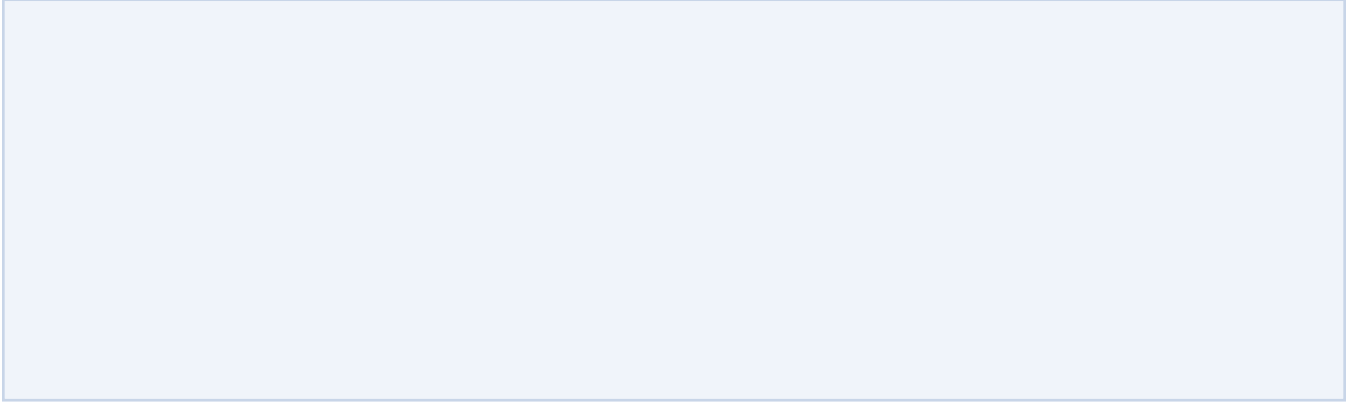
**Q20 When you close a big deal, you...**

- A Document what worked, what to refine, and how to repeat it
- B Celebrate out loud — this is a win and wins deserve to be felt
- C Update your numbers, send a quick note to leadership, hunt the next one
- D Thank everyone involved — your team, the customer, your manager

# Your D.O.P.E. Results

Click the button below to calculate your personality profile.

**Calculate My Results**



**Retake the Assessment**