The main purpose of this study was to evaluate the influence of entrepreneurial characteristics of members of technical and engineering companies and agricultural advisory services on their willingness toward entrepreneurial activities. Entrepreneurship development plays an important role in job creation process which can eventually lead to the achievement of sustainable development goals in agriculture. In Iran, a kind of rural advisory services named technical engineering companies and agricultural advisory services are legally accountable for agricultural extension and rural development issues. A survey methodology was utilized to collect data by using a questionnaire interview. The Target population of the study were all agricultural advisory personnel (N=50) currently working in Hamedan and Malayer townships. Results showed that there was no significant relationship between age, gender, educational level, and work experience of participants with their entrepreneurial tendency. However, self-confidence, work courage, teamwork spirit, motivation and creativity, competitiveness, self-help, law abiding character, risk-taking and job interest significantly affected the entrepreneurial tendency of participants.