

**HARMONELO • PRACTICAL GUIDE**

How to Approach People About the Harmonelo Business

Natural invitation scripts, presentation follow-up and answers to the most common objections

Warm up the contact first

Before you make the actual invitation, I recommend warming the contact up a little first.

That means:

- reach out and say hello,
- ask how they are and what is new in their life,
- find out what they are currently dealing with and how things are going.

The more you know about their current situation, needs or problems, the more naturally and effectively you can invite them to watch the video.

The ideal format

- a voice message,
- a phone call,
- an in-person conversation.

Definitely not email. Use chat only if there is no other option. Two-way communication is always best.

Below are several examples of what the invitation could sound like. Choose the version that best fits the situation and feels most natural to you.

VERSION 1: General opportunity – time, money, a new direction

"Hi John, I'm sending you a voice message because of something interesting, but first tell me – how are you and what's new with you?"

After a short, casual conversation, you can continue:

"By the way, that is one of the reasons I thought of you. I wanted to ask you – if I had something that could make sense for you in terms of time, money or a new opportunity, without you having to commute or travel anywhere, would you be open to taking a look?"

If they say yes:

"Great. I'll send you a short video where everything is explained, so I don't tell you anything inaccurately. It is just under 14 minutes."

<https://youtu.be/UMVjX5tnRvM>

"When would you have time to watch it – today, or would tomorrow be better? Then I'll know when I can get back to you for your feedback."

VERSION 2: Health / discomfort / a specific need

"Hi John, when you mentioned last time that your knee had been bothering you, I thought of you because I may have something that could be relevant."

"If I had something natural that is focused on supporting the body and might make sense for you, would you be open to taking a look?"

If they say yes:

"I'll send you a short video about the Harmonelo project. It is just under 14 minutes, and everything is explained there better than I could explain it to you right now."

<https://youtu.be/UMVjX5tnRvM>

"When would you have time to watch it, so I know when I can contact you and ask for your opinion?"

VERSION 3: Income / business / an additional income stream

"Hi John, I thought of you because you mentioned that your income is not as secure as it used to be, or that things are no longer as easy as they were in the past."

"I wanted to ask you – if I had an opportunity for you to build an additional income stream through a project created by Czech experts and scientists who work with gut microbiome analysis, which is a major and growing field today, would you be open to taking a look?"

If they say yes:

"I'm still relatively new to it myself, so rather than risk explaining something incorrectly, I'll send you a short video. It is about 14 minutes long and explains everything."

<https://youtu.be/UMVjX5tnRvM>

"Would you have time to watch it today or tomorrow?"

Agree on the feedback time straight away:

"Great. Would it be okay if I get back to you this evening for your feedback? I'm curious what you'll think of it as an experienced entrepreneur."

VERSION 4: Not enough time / more time with family (+ MEGA motivation)

"Hi John, I thought of you because you once told me you would like to build a business that could eventually allow you to spend more time with Karina."

"That is exactly why I wanted to tell you about the Harmonelo project. It is a concept where you can earn from other people's purchases by helping them address the topic of a healthier microbiome, which is a very relevant area today."

"I decided to be part of Harmonelo's growth because it is backed by a strong project, experts, scientists, its own production facilities, laboratories and, above all, expansion across Europe. Honestly, I don't want to let an opportunity like this pass me by."

"I am now gradually laying the foundations of my own business network, and I would not want you to miss being among the first people I tell about it. I would not want you to say one day that I failed to tell you about an opportunity like this."

"If you are interested, I'll send you a short video that explains the whole concept. And if you are not, that is completely fine. What matters to me is knowing that I gave you the opportunity to see it and to be positioned above the other contacts I will gradually introduce to the project."

If they say yes:

"Great, here is the link to the video:"

<https://youtu.be/UMVjX5tnRvM>

"It is just under 14 minutes. When would you have time to watch it – today or tomorrow? Then I'll know when I can get back to you for your feedback."

PRACTICAL POINTS TO REMEMBER

Do not pressure people. Be natural, relaxed and do not sound like a salesperson.

The goal is not to convince someone immediately. The goal is to find out whether they are open to watching the video.

Most importantly, always agree on a specific time:

1. when they will watch the video,
2. when you will contact them afterwards for feedback.

This is essential.

BONUS: HANDLING OBJECTIONS

The most common objections and how to respond

Below are some of the most common reactions you may hear, together with a simple way to respond.

The point is not to argue or force anyone to agree. Stay calm, respond naturally and bring the conversation back to the main point: they should first watch the short video and form their own opinion.

1. "Is it MLM?"

Suggested response:

"Yes, you could describe it as a referral-based system. And honestly, I believe recommendations are one of the most natural ways of doing business today."

"We all recommend restaurants, films, services, doctors, apps or products we have had a good experience with."

"The difference here is that recommendations and building a customer network can generate a reward."

"But I don't want to make the explanation complicated. Watch the short video first, and then tell me whether it makes sense to you."

2. "I don't have time."

Suggested response:

"That is exactly why I thought of you."

"When someone has no time, it is often a sign that they are too dependent on their own work and personal output."

"What interested me here is that you can gradually build something that may help create more freedom with your time in the future."

"I'm not saying it happens immediately or without work. But that may be precisely why it is worth spending 14 minutes to look at it."

"When could you watch the video – today or tomorrow?"

3. "I don't have the money."

Suggested response:

"I understand. And that is precisely why I think it makes sense for you to take a look."

"When someone is worried about money, they often do not need another expense; they need an opportunity to gradually build an additional income stream."

"I'm not saying it is an overnight miracle. But it may be one possible path forward."

"Watch the video, and then we can discuss whether it makes sense to you."

4. "I'm not a salesperson. This isn't for me."

Suggested response:

"I understand. And honestly, I don't see it as something where a person has to be a traditional salesperson."

"The more important question is: are you willing to learn?"

"If someone is willing to learn, accepts guidance and follows the system, they can gradually develop skills they have never used before."

"This is not about pressuring people into buying. It is mainly about recommendations, communication and working with a system."

"Watch the video first, and then tell me whether this is something you would be willing to learn."

5. "Is this a pyramid or Ponzi scheme?"

Suggested response:

"No. Pyramid and Ponzi schemes are fraudulent. They usually lack a real product, real value or a legitimate business model."

"Here we are talking about a project with products, customers, referrals and rewards based on generated sales volume."

"And honestly – do you think I would join something I did not believe in and then offer it to you?"

Then pause for a moment and let the person answer. Silence at this point often achieves more than further explanation.

6. "I'll think about it."

Suggested response:

"Of course, that's fine. Just so we are specific – do you want to think about whether you will watch the video, or have you already watched it and want to think about the cooperation itself?"

If they have not watched the video yet:

"I think it makes sense to spend the 14 minutes watching it first, so you know what we are actually talking about. When could you watch it – this evening or tomorrow?"

7. "Send it to me and I'll watch it sometime."

Suggested response:

"Of course, I'll send it. You know how it is, though – if we do not agree on a specific time, it often gets lost among all the other messages."

"The video is just under 14 minutes. When do you realistically know you will have enough peace and quiet to watch it – this evening or tomorrow?"

8. "I don't really believe in it."

Suggested response:

"That is completely fine. I am not asking you to believe in it immediately."

"I only want you to look at it and form your own opinion."

"I also needed to listen to it, understand it and put the pieces together first."

"Watch the video and then tell me what you think."

THE BASIC RULE FOR OBJECTIONS

An objection does not automatically mean "no". It often simply means:

- I do not have enough information.
- I am not sure I understand it.
- I need to feel safe.
- I do not want to be misled.
- I do not know whether I can do it.

So do not attack, argue or try to persuade by force. Stay calm, respond briefly and return to the video:

"I understand. That is exactly why it will be best if you watch the short video first, and then we can talk about it in more detail."



PREPARED AND PRODUCED BY

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Over 20 years of experience in MLM and direct selling. Results backed by cumulative sales of more than CZK 1.2 billion and over 1.7 million products sold. A pioneer in developing duplicable business systems.