

# Superhuman Mail FAQ

## Overall Positioning

**Q: What is Superhuman Mail (SHM)?**

**A:** SHM is the leading AI-native email app that lets you get more from every single person on every single team.

**Q: What is the value proposition for SHM?**

**A:** With SHM, you can collaborate directly in your inbox, get through work twice as fast, and save 4 hours a week. Our AI prioritizes your emails, drafts replies, schedules meetings, and executes complex workflows for you, massively accelerating your productivity. You can share emails and drafts with your team to collaborate with context instead of screenshotting and posting in Slack – even if not everyone is on SHM. With SHM, you can cut through the noise, stay in flow, and stay focused on the work that matters most.

**Q: Who are the best users and buyers of SHM?**

**A:** Company → mid-market tech, finance, consulting, and professional services (especially agencies).

Buyer Persona → AI initiative leader: the individual responsible for buying AI technology to increase productivity per employee and increase the overall revenue per person at the company.

User Persona → Outbound professionals who spend a lot of time in their inbox as the primary mechanism for communicating with people outside their organization. Think: Sales, CS, recruiting, executives, consultants.

**Q: Who gets the most value from SHM?**

**A:** We sell to outbound professionals who spend a lot of time in their inbox as the primary mechanism for communicating with people outside their organization. Think consultants, creative directors, agencies, professional services, executives, etc.

**Q: What makes a great SHM deal?**

**A:** 1) There's an assigned AI initiative with a dedicated budget. 2) There's an identified team that spends a lot of its time in email. 3) They are actively looking to use AI to increase productivity per employee and are looking to measure ROI.

## Qualification

### **Q: What disqualifies a SHM deal?**

**A:** 1) The customer is not using Gmail or Outlook. SHM is not an email server; it sits on top of the underlying infrastructure (Google or Microsoft).

2) The customer has specific security requirements that we are unable to meet. There are common enhanced security requirements (e.g., on-premises deployment, FedRAMP, HIPAA) that SHM doesn't currently meet. For a list of security credentials: <https://trust.superhuman.com/>

### **Q: What are some buyer red flags?**

**A:** They are only interested in improving their own productivity, instead of improving their team's productivity. Also, functional leaders with deep integration requirements.

### **Q: What are some incompatible use cases?**

**A:** Email delegation and shared inboxes. Email delegation is when you send emails on someone's behalf (e.g., an Executive Assistant). Shared Inboxes are when multiple people have access to a single inbox, usually in a customer support use case.

## Pricing & Packaging

### **Q: How much does SHM Enterprise cost?**

**A:** Our [SHM Enterprise tier](#) starts at \$600 per user, per year, with discounts based on volume, contract terms, etc.

### **Q: What product SKUs are available?**

**A:** Partners can sell the Enterprise tier. Customers interested in the Starter or Business tiers should purchase through self-service.

### **Q: Can we offer customers a free trial?**

**A:** Customers who purchase a Starter or Business plan through our website will receive one month free trial. We are not offering free trials with our Enterprise plan.

### **Q: Is there a minimum deal size?**

**A:** SMB accounts (0-250 employees) have a \$9,000 minimum commitment (15 uses), and mid-market and up (250+ employees) have a \$15,000 minimum commitment (25 users).

**Q: Can customers run a pilot (paid or free)?**

**A:** We don't offer free or unpaid pilots due to their historically low conversion rate. For enterprise customers (5,000+ employees) who require a pilot as part of their purchasing process, we can support a paid pilot with a minimum commitment of \$15,000.

## **Technical Deep Dive**

**Q: What does SHM integrate with?**

**A:** SHM integrates with Salesforce, HubSpot, Google Meet, Zoom, Microsoft Teams, and Intune. SHM also integrates with Pipedrive, but it's read-only. Learn more about our integrations [here](#).

**Q: Does SHM support SAML/SCIM?**

**A:** Yes, we support [SAML](#) and [SCIM](#) provisioning.

**Q: What security credentials does SHM have?**

**A:** GDPR, SOC 2 Type II, and CCPA compliant. More security information [here](#).

**Q: Who handles implementation and ongoing support?**

**A:** The Superhuman Implementation and Customer Success teams will manage implementation and ongoing support.

**Q: What does a typical SHM implementation look like?**

**A:** SHM is available to use as soon as licenses are provisioned. Implementations, including end user training, are typically completed within 30-60 days, depending on customer size. For customers with ARR under \$15k, we offer a streamlined, low-touch implementation to accelerate time-to-value while keeping the process efficient.

## **Partner Program**

**Q: Are internal use licenses (IUL) for SHM available?**

**A:** We hope to make SHM IUL available to partners soon. More information to come! In the meantime, you can [sign up](#) for a 30-day free trial

**Q: Will we receive the same margin and discount for SHM?**

**A:** Yes, the margin and discount model outlined within the Superhuman Alliance Program Guide will apply to SHM.

**Q: Can SHM be used by individuals who communicate in languages other than English?**

**A:** The SHM interface, settings, and system can't yet be localized into other languages, and we don't yet have built-in translation. However, customers who work in multiple languages can still:

- Use Superhuman AI to translate email content while drafting or replying
- Use browser-based translation tools (like Google Translate in Chrome) to translate on-screen text

**Q: How does SHM complement customers who are already using Grammarly?**

**A:** Grammarly improves the quality of every email with real-time grammar, clarity, and tone suggestions. SHM helps you move faster with AI drafting, inbox triage, reminders, read statuses, and powerful keyboard shortcuts. Together, you write better emails and get through your inbox faster, with less effort and more impact.

