



Sales Play:

Superhuman Mail

Superhuman Mail Sales Play Overview

Instructions: This sales play equips you with the knowledge, positioning, proof points, discovery framework, and tools to effectively position Superhuman Mail as a measurable AI productivity engine.

Superhuman Mail transforms email into an execution layer. It helps teams move faster, respond sooner, reduce context switching, and unlock measurable productivity gains inside the most-used workflow in every organization.

Review this play carefully and follow the outlined process to guide meaningful engagements with customers and prospects.

Problem: AI productivity is now a board-level mandate. Executives are under pressure to increase output per employee without increasing headcount. Yet most AI initiatives are complex, expensive, and slow to prove ROI.

Email is the fastest path to measurable impact.

Knowledge workers spend roughly **16 hours per week** in their inbox, representing **28–40% of the workweek**. Despite this, email remains largely unoptimized.

⚙️ Operational Challenges:

- 28–40% of the workweek is spent in email
- It takes approximately **23 minutes to refocus after an interruption**
- Professionals spend **4+ hours per week managing inbox backlog**
- Teams collaborate via screenshots and side channels instead of in-thread
- Context switching erodes deep work

- AI initiatives overlook the most-used workflow in the business

 Business Impact:

- Responding within **1 hour increases response rates by 35–50%+**
- Delayed replies slow deal cycles and reduce win rates
- Recovering just **30–60 minutes per day equals \$5K–\$15K+ per employee annually**
- Productivity recovery can deliver **10–20x ROI relative to cost**
- High-velocity teams experience compounding productivity loss
- Headcount pressure increases while output per employee stagnates

Solution: Superhuman Mail is the leading AI-native email app built for high-performing teams.

Superhuman enables teams to:

- Collaborate directly in the inbox
- Get through work twice as fast
- Save 4+ hours per week
- Prioritize emails automatically
- Draft replies instantly in their voice
- Schedule meetings without back-and-forth
- Execute complex workflows directly from email
- Share emails and drafts with full context, even if others are not on Superhuman

Superhuman AI works seamlessly in the background. It understands thread context, drafts intelligently, organizes the inbox automatically, and keeps teams focused on what matters most.

It works with Gmail and Outlook and integrates with Salesforce, HubSpot, Zoom, Google Meet, and Microsoft Teams.

Enterprise ready with:

- Admin controls
- Advanced data protection
- SOC 2 certification
- Custom security reviews

- Centralized account management

Deployment is immediate with minimal IT lift, enabling fast sales cycles and instant time to value.

Customer Proof Points:

Superhuman delivers measurable outcomes:

- [Brex](#) increased responsiveness 3x and reduced response time by 3.5 hours, saving 183 hours weekly
- [Hebbia](#) increased sales capacity by 10%
- [UserGems](#) closes deals 25% faster
- [Rilla](#) improved rep productivity by 30%
- [Go Nimble](#) freed time for higher-value strategic work

This is operational lift, not incremental UI improvement.

Why Now:

- 92% of companies are investing in AI in the next three years
- 74% of AI initiatives fail to move beyond pilot
- AI budgets are centrally owned and competitive

Email is the fastest, lowest-friction AI wedge into executive-level conversations.

Superhuman Mail provides:

- A horizontal market across every install base
- A strategic AI entry point
- Short sales cycles
- High-margin recurring revenue
- Natural expansion across teams

Play Name:

Superhuman Mail

Target Partners:

All partners focused on AI productivity, digital transformation, and revenue acceleration initiatives.

Target Customer Segment:**ICP Users:**

Outbound professionals who rely heavily on email:

- Sales teams
- Venture Capital & Private Equity
- Consulting
- Recruiting
- Agencies
- Executives
- Professional services

ICP Buyer:

AI initiative leader responsible for increasing productivity per employee. Often sits in:

- IT
- Digital Transformation
- Strategy / Centres of Excellence
- Operations

They control centralized AI budgets and are accountable for measurable ROI.

Product(s) Focus:

Superhuman Mail

Play Objective:

- Position Superhuman Mail as a measurable AI productivity lever
- Drive executive-level AI conversations
- Quantify productivity recovery
- Build recurring revenue expansion across accounts

**Sales Cycle Stage
Focus:**

Discovery + Consideration

Ideal Customer Profile (ICP):

Industry:

SaaS, Venture Capital, Private Equity, Consulting, Recruiting, Professional Services

Organization Size:

- 50–5,000+ employees
- Best fit: teams with 10+ high-email outbound professionals

Pain Points:

- Slow response times
- Inbox overload
- Missed follow-ups
- Context switching
- Headcount constraints
- Pressure to demonstrate AI ROI

Tech Stack:

- Gmail or Outlook
- Salesforce or HubSpot
- Zoom, Google Meet, Microsoft Teams

Key Features & Benefits:

- AI prioritizes the inbox automatically
- Drafts replies in your voice with context
- Shared drafts and team comments
- Split Inbox organization
- Auto reminders to eliminate missed follow-ups
- Seamless CRM and calendar integrations
- Enterprise-ready: Admin controls, advanced data protection, SOC 2 certification, custom security reviews, centralized account management

How We Win Against Competitors:

Outlook & Gmail

Traditional inboxes were not built for collaboration or AI-native workflows.

Superhuman:

- Saves teams 4+ hours per week compared to Gmail/Outlook
- Enables collaboration directly inside threads
- Offers Split Inbox prioritization
- Provides high-speed shortcuts for power users
- Embeds AI into workflow instead of layering it on top

Gemini & Copilot

Add-on AI tools operate inside legacy inbox constraints.

Superhuman AI:

- Works seamlessly in the background
- Automatically drafts replies in your voice
- Understands full thread context
- Organizes and prioritizes automatically
- Reduces inbox management rather than adding more tool complexity

Fyxr AI, Shortwave, and Plugins

Plugin-based AI tools are constrained by Gmail/Outlook architecture.

Superhuman:

- Is not limited by legacy inbox infrastructure
- Is enterprise-ready
- Supports CRM integrations
- Delivers transformational workflow redesign

Incremental add-ons cannot deliver the same operational lift.

Differentiators:

- Fully AI-native email platform
- Collaboration embedded directly in threads
- Designed for adoption and measurable ROI
- Works across Gmail and Outlook
- Transformational workflow redesign vs plugin-based incremental value

Sales Play Process & Tools:

Before a meeting, send:

- Superhuman Mail Outreach Sequence

During a meeting, deliver:

- Deliver Superhuman Mail Pitch Deck
- Use the Discovery Framework and the Objection Handling Library

After a meeting:

Personalize follow-up based on buyer priorities.

- Share the Superhuman Mail One-Pager
- Feature Videos aligned to priorities:
 - Superhuman for Teams
 - Superhuman AI 2.0
 - Superhuman AI: Auto Summarize
 - Superhuman AI: Instant Event
 - Superhuman: Share Availability
 - Shared Conversations
 - New: Shared Drafts
 - Superhuman for Sales
 - New in Superhuman: Find Time