

Sales AI Playbook

The Revenue Leader's Guide to AI That Closes Deals

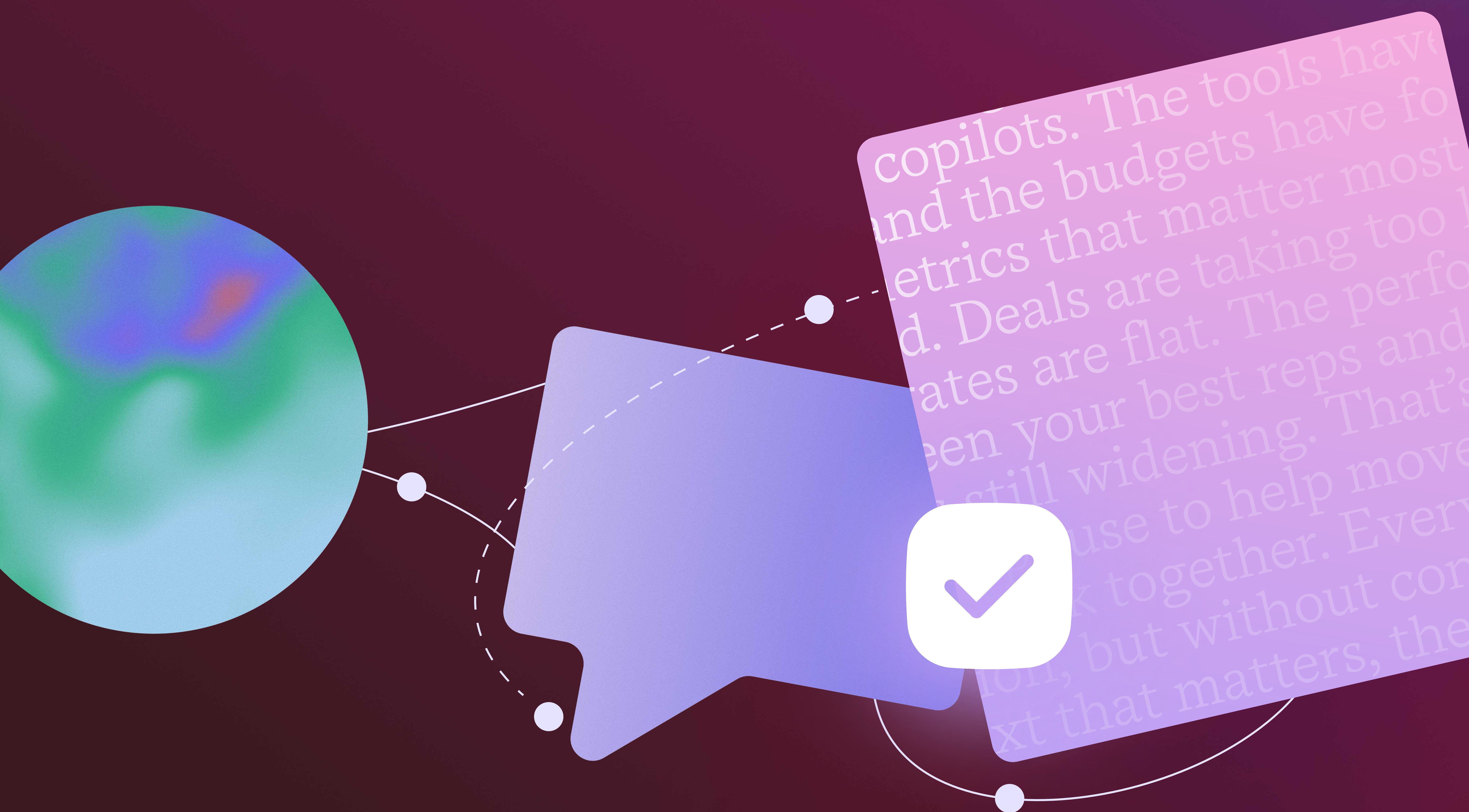




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Introduction

Most revenue leaders have made their AI investments by now. You're using AI in prospecting tools, CRM assistants, and email copilots. The tools have multiplied fast, and the budgets have followed. Yet the metrics that matter most have barely moved. Deals are taking too long to close. Win rates are flat. The performance gap between your best reps and everyone else is still widening.

That's because the tools reps use to help move deals forward don't work together. Each tool helps in isolation, but without connecting to the context that matters, the tools sometimes add overhead instead of reduce it.

What revenue teams need isn't AI that simply completes tasks. It's AI that helps move deals forward. In this guide, we'll walk through three breakdowns that show up in almost every sales org and what it looks like when AI actually solves them.





Three breakdowns every revenue leader recognizes

When you invested in AI, you expected transformation: faster outreach, higher conversion, deal velocity, and a forecast you could actually trust. For most revenue teams, those outcomes are still out of reach. That's because work is breaking down in three familiar places:

1. Outreach isn't converting

Your reps are spending more time writing than selling. Every prospect expects a message that feels researched and relevant, but there aren't enough hours in the day to craft that from scratch at volume. So reps default to templates that prospects can smell from a mile away, or they slow down and personalize for a handful of accounts while the rest of the pipeline sits cold.

2. Deals are stalling between meetings

The moment a rep hangs up a strong discovery call, the clock starts. Every hour without a follow-up is a window for the deal to cool, for a competitor to move in, or for the champion to lose internal momentum. Your reps may have tools to prepare for the meeting, but they don't have the right tools to maintain momentum after it.

3. The forecast can't be trusted

Few sales managers will tell you they fully trust the number they're working with this quarter. Pipeline reviews are built in spreadsheets, updated manually, and presented with more certainty than anyone in the room actually feels. The signals that predict deal health are buried in emails, call notes, and activity logs that no one has time to read, and by the time someone surfaces them, the deal is usually already gone.

These problems compound. A rep who responds slowly loses the deal before the manager ever sees it slip. A manager flying blind on deal health can't coach in time to change the outcome. A forecast built on lagging signals gives leadership no room to course correct.

The sections that follow are about what it looks like to address all three and explain why connected AI is the only way to turn that compounding drag into compounding momentum.



Breakdown 1:

Outreach doesn't convert

The reality

Your reps are spending more time writing than selling. Every prospect expects a message that feels researched and relevant, but there aren't enough hours in the day to craft that from scratch at volume. So reps default to templates that prospects can smell from a mile away, or they slow down and personalize for a handful of accounts while the rest of the pipeline sits cold.

What good looks like

Instead of reps using generic templates or prompted AI, reps work with AI that already knows the full context of the deal. There's a difference between AI-assisted and AI-native selling: AI assisted means the rep has to know what to ask for; AI native means it's already aware of what's helpful without being asked.

When your AI is connected to the tools your reps use every day, it already knows the deal history from Salesforce, what the prospect pushed back on in the last Gong call, what's already been said over email, and where the deal stands right now—without being told. It uses all of that to draft outreach that feels like it came from someone who did their homework, because in effect, it did. The rep's job shifts from building the message from scratch to applying their judgment and expertise, without spending hours on research and prep work.

What becomes possible

- **Personalized outreach = higher response rates**
- **Faster responses = more meetings**
- **Better context = more qualified deals**



Breakdown 2:

Deals stall between meetings

The reality

The moment a rep hangs up a strong discovery call, the clock starts. Every hour without a follow-up is a window for the deal to cool, for a competitor to move in, or for the champion to lose internal momentum. Your reps may have tools to prepare for the meeting, but they don't have the right tools to maintain momentum after it.

What good looks like

Instead of reps manually tracking next steps across a dozen open deals, connected AI keeps the deal moving between touchpoints. It knows what was committed to on the last Gong call, what follow-up was promised, and how long it's been since the prospect last engaged. It surfaces the right next step at the right moment, so reps don't have to rely on memory, free time, or manual tracking to keep deals alive. It surfaces the competitive context that matters in the moment—what the prospect's alternatives are, how to counter what the competition is saying, and what differentiators to lean into—so every touchpoint between meetings is an opportunity to strengthen the deal, not just maintain it. The follow-up lands with the kind of relevance that warrants a reply and moves the deal forward.

What becomes possible

- Automated follow-ups = no deals falling through the cracks
- Relevant outreach between meetings = champions who stay engaged
- Faster time between touchpoints = shorter sales cycles



Breakdown 3:

The forecast can't be trusted

The reality

Few sales managers will tell you they fully trust the number they're working with this quarter. Pipeline reviews are built in spreadsheets, updated manually, and presented with more certainty than anyone in the room actually feels. The signals that predict deal health are buried in emails, call notes, and activity logs that no one has time to read, and by the time someone surfaces them, the deal is usually already gone.

What good looks like

Instead of managers piecing together pipeline health from disconnected sources, a connected platform pulls live data from all of your tools automatically, so when something updates in one place, it updates everywhere. Managers get a live view of what's happening across every deal without anyone having to maintain it manually. A single, connected source of truth knows which deals have gone cold based on email engagement, which commitments from the last Gong call need follow-up, and which opportunities haven't moved in weeks. Managers stop finding out about at-risk deals in the forecast call. They find out early enough to do something about it. And because the forecast is built on connected, real-time data rather than the most optimistic interpretation of a spreadsheet, it's a number leadership can actually stand behind.

What becomes possible

- Real-time deal signals = at-risk deals caught early
- Connected pipeline data = a forecast you can trust
- Less time compiling = more time coaching



The case for AI-native selling

The three breakdowns we just covered—outreach that doesn’t convert, deals that stall, forecasts that can’t be trusted—aren’t solved by adding more AI tools for sales to work around. They’re solved by rethinking how AI fits into the way your team actually works.

Today, most AI for sales lives in a different interface than where your team actually works. It waits to be asked. It helps when prompted, responds when queried, and leaves the rep to take on the coordination and overhead of managing all of its outputs. The shift to AI-native selling requires four key capabilities:

1. In-line AI

Reps need AI that shows up inside the tools they already use—either natively or embedded—not AI that lives in a separate tab and makes them context switch every time they need help.

2. Proactive AI

Reps need AI that flags deal risks, pulls up competitive differentiators, responds to cold prospects, and suggests next steps without being asked, not AI that waits to be prompted and delivers generic output.

3. Connected tools

Reps and managers need a platform that integrates with their entire stack, not a point solution or a walled garden that’s blind to everything happening outside its own interface.

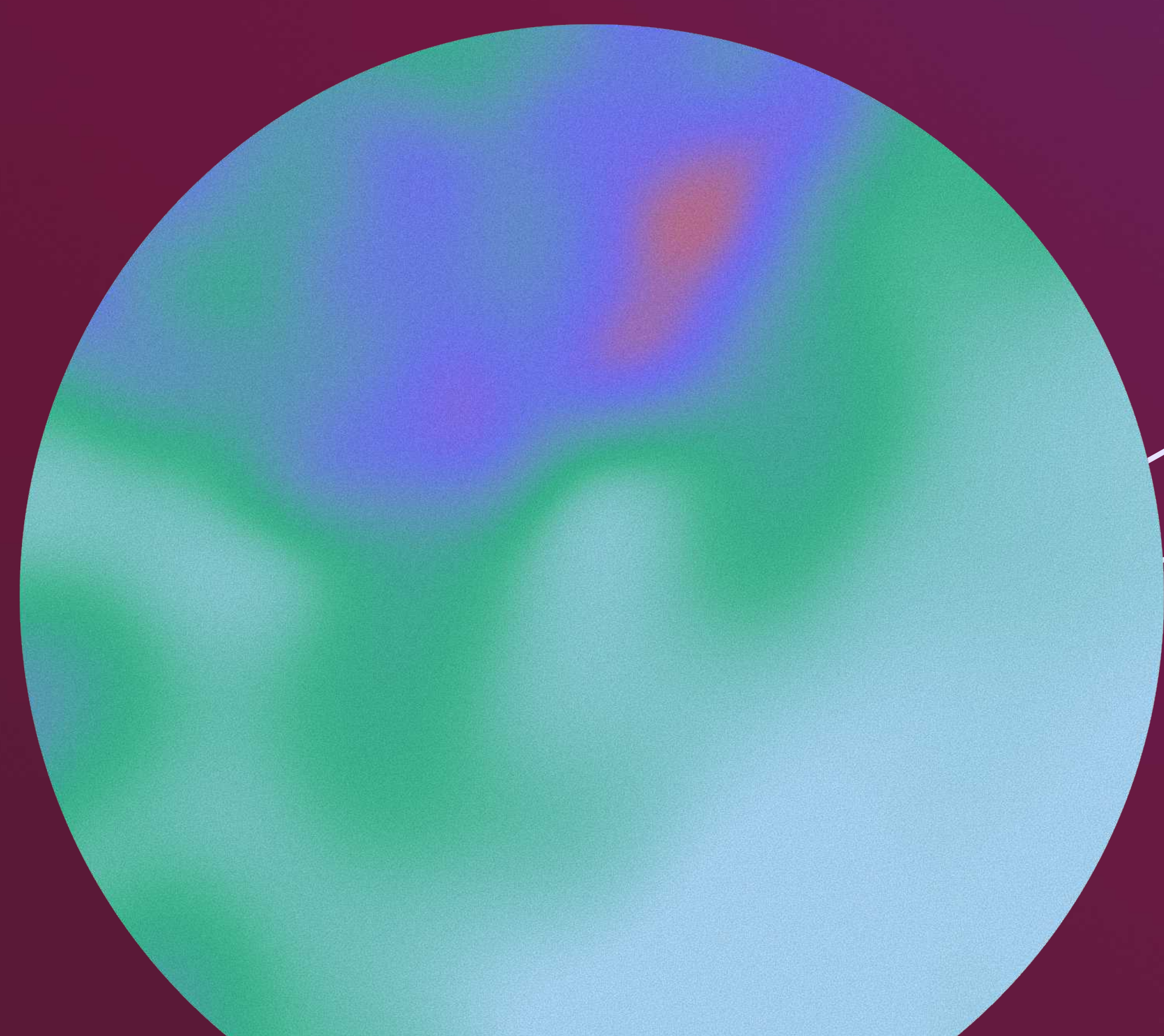
4. Collaborative surfaces

Reps, managers, and leadership need shared, connected, AI-native surfaces where everyone works from the same view of pipeline reality, not a patchwork of individual tools and spreadsheets that leaves everyone working from a different version of the truth.

The difference between AI that completes tasks and AI that closes deals comes down to these four capabilities. The teams that arm their reps with an AI-native platform won’t just perform better—they’ll make it harder for everyone else to catch up.



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SUPERHUMAN

Superhuman (formerly Grammarly) is the AI productivity platform on a mission to unlock the superhuman potential in everyone.

The Superhuman suite of apps and agents brings AI wherever people work, integrating with over 1 million applications and websites. The company's products include Grammarly writing assistance, Docs collaborative workspaces, Mail inbox management, and Go, the proactive AI assistant that understands context and delivers help automatically.

Founded in 2009, Superhuman empowers over 40 million people, 50,000 organizations, and 3,000 educational institutions worldwide to eliminate busywork and focus on what matters.

Learn more at superhuman.com/teams/sales.