

Home

Top Shelf Training. Turbo-Charged Marketing. Predictable Profits.

3 Reasons to Join Today's Most Complete ABC Permits Training Program

A Money-Rich Business Model

Beyond bartending tips. Better than slim supermarket margins. When you join the Aim To Serve ABC permit training team, you immediately ignite a continuous stream of impressive paychecks.

[Start Making Money >>](#)

Eliminate Risks, Fines and Liquor License Loss

Continuous fines. Insurance increases. Or the kiss of death — losing your liquor license. Any of these can sink a business. Fortunately, with the top shelf level Aim To Serve's ABC permit training delivers, you'll always sell and serve with complete confidence.

[Protect Your Business >>](#)

Inform, Educate and Enhance Your Community

Alcohol is everywhere. Colleges. High schools. Even elementary schools. Today we need an army of well-informed ABC permit trainers to help educate our children AND adults. Together we may prevent future alcoholics and future accidents.

[Educate Your Community >>](#)

About Us Page

How We Continuously Strive to Provide Today's Premier Alcohol Server Permit Class Training

The mission at Aim To Serve has always been to better serve YOU — the trainer, the bartender, the server and the retailer. By better serving your needs, you can better serve your students, customers and clients.

We started Aim To Serve because through the years we've recognized so many areas that needed improvement:

- Training materials that were complicated, incomplete and expensive
- Instructors who had little experience, practically no training and zero passion
- ABC classes that were only available once a month or less
- Server permit classes that were too far away and too often cancelled
- Classes that were so boring and unorganized, they put people to sleep!

We saw the problems that others never fixed. We asked our audience how we could improve the classes, the schedule and the course materials. The results: **A whole new approach to server permit class training.**

Today Aim To Serve provides a marketing-based training business that delivers the exposure, students, flexibility and money opportunities that certified trainers have been begging for, including:

- **Professionally-crafted yet cost-conscious training materials** that provide everything you need
- **Well-trained instructors** who are passionate, informed and always show up
- **Multiple class dates and times** in a variety of cities
- And **on-site grading** for almost instant results!

Today's most complete ABC Permits Training Program starts with Aim To Serve. [Learn what makes us better serve our industry.](#)

Services

A Fully-Stocked Bar — Offering Multiple Services to Satisfy Every Alcohol Server Permits Training Need

In the world of alcohol server permits training, there are many critical needs:

- To fully instruct bartenders and servers how to correctly and legally serve alcohol
- To teach retailers and hospitality managers how to sell alcohol responsibly
- To make the carding laws completely transparent. To educate students and minors to do the right thing
- To provide a single, go-to source for alcohol server permits training in a corporate environment
- And to provide the business model, marketing and training resources to successfully earn a living as an ABC permit service trainer

We are proud to satisfy most all of those needs under one umbrella — Aim To Serve.

On-Premise Training

Without being well versed in today's most current regulations, you risk fines, insurance hikes, loss of liquor license or even business closure. The monetary and business risks are substantial.

Thankfully, our Aim To Serve On-Premise Training delivers the server permits instruction your bartenders, hospitality managers and employees need for the correct handling of carding, intoxication and risk factors. Upon completion of our On-Premise Training Program — whether it's an ABC class in Nashville, an ABC class in Knoxville, or in Chattanooga — your entire team gains the knowledge and confidence to legally pour and serve.

Off-Premise Training

Can you imagine losing your insurance — or your BUSINESS — simply because of a few minor violations in selling alcohol? The risks are real for convenience stores, grocery stores, and other retailers.

Thankfully, you're in good hands with Aim To Serve. The thorough ABC permit curriculum we provide educates business owners, managers and clerks alike to the proper carding techniques, signs of intoxication and risk factors in the sale of alcohol. Plus, our training goes one step further by showing the right way to handle difficult situations in our scenario phase of training.

Corporate Alcohol Service Training

There's a better way. Rather than training your restaurant or bar employees one store at a time, consider Aim To Serve's Corporate Alcohol Server Permit Class. Before you know it, your entire national team will be well versed in how to best serve and sell alcohol.

We can come to you to deliver a thorough ABC class in Nashville, ABC class in Chattanooga or in Knoxville. Plus, we are soon expanding to educate more students and trainers outside of Tennessee.

Student Awareness and Education

In addition to educating employees, it's important to educate students and minors about how to avoid alcohol or consume it responsibly. By bringing the dangers of alcohol abuse to colleges, high schools and young children, they will be less likely to binge drink, drink underage, drive under the influence and become an alcoholic.

The Aim To Serve team strives to go beyond educating vendors and bartenders to sell and serve alcohol more responsibly. We want to foster an awareness and a more responsible public.

The A2S Difference

Elevate Your Expectations — 7 Ways Our ABC Server Permit Class Training Stands Apart

As someone considering becoming a certified ABC server permit class trainer, you need the right tools. Tools that go well beyond a simple manual.

To successfully benefit from packed classrooms, a full training schedule and an impressive financial windfall, you need a marketing and business plan that's proven to generate paycheck after paycheck after paycheck.

That's where Aim To Serve shines.

Superior Course Materials

While the competitions' course materials can be unorganized and confusing, we go to great lengths to provide the industry's most complete course materials.

Our ABC permit course manual was created by people who know this industry. Bartenders. Hospitality managers. Servers. Attorneys. Every section is designed to enhance your knowledge, your confidence, your results.

Thorough Training

Our trainers constantly tell us that our 2-day course is the most comprehensive in the industry. However, our goal is not to be the best. It's to help YOU be your best.

Therefore, if you complete our 2-day server permit class and feel you need additional training, we will gladly connect you with another ABC trainer. That's how dedicated we are to your success.

Reasonably Priced — Profit Even Faster

With today's most comprehensive and complete ABC permit manual, you would think we would charge more. We don't. We proudly offer the industry's most affordable training manual. Why? To help you achieve profitability quickly in your training business.

Full Classrooms (Full Paycheck)

Why split your time between training and marketing? At Aim To Serve, our aggressive marketing plan ensures your ABC classes are filled with students ready to learn. The more students we send your way, the more you'll have in your bank account.

From Passing to Profitability

Most training courses will simply give you a certificate upon completion. After that, you'll never hear from them again.

Our goals for you go far beyond simply passing the class. We provide the insider knowledge and resources you need to create a winning business. Our Aim To Serve trainers double as business coaches.

Convenient Class Schedule

Forget about waiting weeks for a class at the right day, right time and right location. Aim To Serve provides the largest selection of ABC training classes to suit anyone's schedule.

Multiple dates, multiple times and multiple locations mean multiple paychecks for your training business. Whether you want to find an ABC class in Knoxville, ABC class in Nashville or one in Chattanooga, we have the locations to serve anyone.

Faster Results

Why mail your tests away and wait days — or WEEKS — for the results. Because we grade tests in-house, you and your students get your results — and your ABC permit — immediately!

Get Started

Your First Paycheck as an ABC Permits Trainer Is Closer Than You Think

Before you get started in any business venture, you should first consider 3 things:

- 1) The size of the target market and industry
- 2) The success of that particular company

3) The benefits that directly impact your life

Aim To Serve excels in all three!

First, the alcohol selling and serving market is growing at an aggressive pace. It shows no signs of slowing down.

Second, we've evaluated dozens of ABC class permit programs. Their instructors. Their course materials. Even their students' results. Aim To Serve's ABC permit training outperforms them in every phase.

Third, the marketing, business strategy and frequency as well as quality of permit classes that Aim To Serve offers is second to none. As a result, you'll have MORE classes, make MORE money and enjoy MORE flexibility in your schedule with Aim To Serve.

Become a Trainer

Do you have a passion to train and teach others?

Do you have 5+ years in the hospitality industry or similar experience?

Are you ready to start earning an impressive living or supplementing your income?

Simply complete the quick form on this page.

One of our team members will connect with you within 24 hours.

Our Guarantee

Beyond Guaranteeing Our Server Permits Class Training...

We Can Guarantee Your Results

It started 12 years ago with a dream to create the most complete ABC server permits training systems available. Today, we've put in an extraordinary amount of time, thought and energy to make that dream a reality.

As a result of providing today's top training programs, we can make multiple guarantees that our competitors cannot touch.

GUARANTEE #1 — We will grade all tests in-house to deliver immediate results — No waiting.

GUARANTEE #2 — We will get your test to the proper state authorities within 1 business day.

GUARANTEE #3 — We will advertise and promote your classes using today's most aggressive marketing tactics, including Google Ad Words, our website and sending out fliers.

GUARANTEE #4 — We will ensure you have the most advanced and most up-to-date ABC server permits training possible.

But then, we also go one major step further. We guarantee YOU!

In all of our years, we've proven over and over that the ABC server permit trainers that put in the time and the effort WILL make good money. Yes, simply run your ABC permit training program as we instruct, and we can GUARANTEE your success!

Believe me, nobody else in the industry sticks their neck out this far. [Why not get started as an ABC trainer now.](#)

Contact Us

Connect to a REAL Person.
Get REAL Answers.

Your question, comment or concern is a priority to us.
Therefore, we're giving you a phone number that reaches a REAL person. An Email address that will be answered surprisingly fast. Heck, we're even posting our address in case you want to drop by and shake our hands.

(Of course, you can always complete the simple form on this page — Your choice!)

Aim To Serve is centered around training people. Helping people. And that starts with helping you.

Whether you need an ABC class in Knoxville, an ABC class in Chattanooga, or one in Nashville — or just about anywhere else — Aim To Serve is committed to delivering today's most comprehensive and most beneficial training.