GALLAGHER ANIMAL MANAGEMENT

Field Training | Facilitator Guide

Permanent Electric Fence

Best-Practice Installation, From Product Selection to Tying Wire

Audience	Territory Managers (train-the-trainer)
Duration	60–90 minutes
Format	In-field session with a working fence reference build
Outcome	TMs can confidently teach dealers and end users the install best practices that drive long-life, high-performing fences

How to Use This Guide

This guide is built for you to teach, not just read. Every module is structured the same way: a short setup, the core content, the coaching language you'll use with dealers and end users, and a quick reinforcement check before moving on.

The goal is simple. By the end of this session, your Territory Managers should be able to walk a dealer or end user through a permanent fence install with the same confidence and the same language you would. That consistency is what turns a single training into field-wide adoption.

Train-the-Trainer Framing

Open the session by saying this out loud. It sets the right expectation:

> **OPEN WITH THIS**
> “Today isn't about you memorizing every step. It's about you walking out with the confidence to teach this, in your own words, to a dealer at the counter or an end user at their corner post. We'll cover the install, but we'll also cover how to coach it.”

What to Bring

- A working corner brace assembly (H-brace preferred) and a short reference fence line, 2–3 line posts deep
- 12.5-gauge high-tensile wire, end-strain insulators, joint clamps, in-line strainers, ratchet handle
- Fencing pliers, wire twisting tool, pay-out spinner, 4-groove crimping tool
- Fence Volt/Current Meter & Fault Finder (G50905) and a basic Volt Meter (G503014) for the diagnostic walkthrough
- Printed quick-reference card (Appendix B) for every attendee

Learning Objectives

By the end of this session, Territory Managers will be able to:

1. Explain why install quality is the single biggest driver of long-term fence performance — and how that connects to repeat business for the dealer.
2. Walk a customer through product selection using three core questions: power source, fence length and growth, and animal type.
3. Demonstrate and teach the correct install sequence: plan, corners and braces, end-post wire knot, line posts, tensioning, parallel electrical connections, and grounding.
4. Identify the five most common install mistakes Gallagher sees in the field and the coaching language to correct them respectfully.
5. Hand off this same content to a dealer or end user using a repeatable, role-based teaching approach.

Session Flow at a Glance

Time	Module	Purpose
10 min	Module 1: Why Install Quality Matters	Frame the business impact
15 min	Module 2: Product Selection Conversations	Three-question framework
35 min	Module 3: Installation Best Practices	Hands-on demonstration
10 min	Module 4: Common Mistakes & Coaching Language	Field-ready talk tracks
10 min	Module 5: Teach-Back & Reinforcement	Confirm transfer

Module 1 | Why Install Quality Matters

Time: 10 minutes | Format: Discussion + framing

The Setup

Start here, not with product. The reason this matters: every dealer and end user we train has had a customer come back frustrated about a “weak fence,” and 9 times out of 10 it's not the energizer — it's the install. The grounding wasn't adequate. The corner brace failed. The wire wasn't connected in parallel. Install quality is the single biggest variable Gallagher's reputation rides on after a product leaves the shelf.

Key Talking Points

- **The product is half the system.** A Gallagher energizer is engineered for 80+ years of brand reliability. But a 100-stored-joule unit will still underperform on a poorly grounded, poorly built fence. The install is half the system.
- **Install quality is what creates the repeat customer.** Customers who see a fence working a year later, five years later, ten years later, come back to that dealer. Install quality drives the repeat sale.
- **Teaching this is part of your value.** When a Territory Manager teaches install discipline, you're not just selling components — you're protecting the dealer's reputation and the customer's investment.

COACH THE COACH

When you teach this at a dealer counter, anchor it like this: “The energizer is the engine. The install is the chassis. A great engine in a bad chassis still rides rough.” That analogy lands every time.

Quick Check Before Moving On

Ask the room: “What's the most common reason a customer tells you their fence isn't holding?” Listen for grounding, vegetation, weak corners. Those answers tell you which install topics to lean into hardest in Module 3.

Module 2 | Product Selection Conversations

Time: 15 minutes | Format: Walk the framework, then practice

The Setup

Most dealer conversations go wrong because the customer is asked what they want to buy instead of what they're trying to do. Give your TMs a simple three-question framework they can teach a dealer to use at the counter.

The Three-Question Framework

Question	Ask it like this	What it tells you
1. Power source	Is there a reliable 110V outlet nearby, or is this remote?	Determines energizer type: 110V plug-in, battery, solar, or multi-power. 110V gives the most power for the money. Solar is right for remote with good sun. Multi-power is the right call when the fence may move.
2. Fence length & growth	How long is the run today, and where do they see it going in 2–3 years?	Drives joule sizing. Always recommend headroom — fences grow, vegetation grows, and stored joules protect against unexpected shorts. Compare on stored joules, not on advertised distance.
3. Animal type	What are they keeping in, and is anything being kept out?	Drives wire count, spacing, and post type. Cattle: 3-wire at 14" spacing. Horses: high-visibility tape or Equine Fence Wire. Sheep/goats/pigs: 5-wire with tighter low spacing.

The Stored Joules Conversation

This is the single most important product education point your TMs need to own. Most customers compare energizers on “miles” or “acres,” which are manufacturer estimates that vary wildly with vegetation, wire count, and stocking pressure. Stored joules is a constant, comparable measure.

THE HORSEPOWER ANALOGY

Stored joules is like horsepower on a vehicle. It's the potential power available to maintain performance regardless of what the fence is pulling against — weeds, wildlife, a long run, future expansion.

> Gallagher's rule of thumb: always recommend the highest-powered energizer the customer can afford. The headroom protects them from shorts they can't predict and fence expansion they will almost certainly do.

Coach the Coach

When teaching a dealer, hand them this line: “If you only ask one question, ask about future plans. Customers always add fence. Sizing for today means they call you back in a year frustrated that the fence got weaker — when really the fence just got bigger.”

Quick Check Before Moving On

Run a 60-second role-play. One TM is the dealer, one is the customer who walks in saying “I need an energizer for my 40 acres.” Listen for whether they pivot to the three questions before recommending a unit.

Module 3 | Installation Best Practices

Time: 35 minutes | Format: Live demonstration with talk-through

The Setup
This is the longest module for a reason. Walk it in sequence, the same way you'd want a TM to walk a dealer or end user through it. Don't skip the why behind each step — that's what makes the training stick.

Step 1 | Plan the Line

- Avoid rough, stony, or steep ground where you have a choice.
- Install corners and ends before any line posts. The corners anchor everything else.
- If the customer is unsure about the layout, tell them to install a temporary fence for a season first. It's cheaper to move plastic posts than to dig out a wood corner.

Step 2 | Corner Posts & Braces

Bad corners are the number-one reason permanent fences fail early. Spend time here.

The H-Brace (Standard)

- Two 7-foot posts, minimum 6" diameter, set deep — most install failures trace back to corner posts that weren't set deep enough.
- Cross brace should be 2 to 2.5 times the height of the fence.
- Diagonal tension wire ties top of brace post to bottom of corner post. Minimum two wraps of high-tensile wire.

The Floating Brace (Rocky Soil)

- When you can't get a second post in the ground, use a floating brace with a flat rock or patio stone as the brace pad.
- Critical geometry: 30-60-90 triangle. Brace at 30° from ground, 60° from post.
- Set the post deep — fence tension will jack a shallow post right out of the ground.

WHAT DEALERS ASK MOST
“Does the corner brace really need to be that deep?” Answer: yes, and here's why — every wire that ties off to that corner is under roughly 200 lbs of tension. Multiply that across 3 to 5 wires. A shallow corner becomes a leaning corner in under a year.

Step 3 | Tying Wire to the End Post

This is a hands-on moment. Walk the six-step knot in front of the group, slowly, then have one TM repeat it. The customer who learns this knot well will never need to call about a slipped wire.

1. Start with a 3-foot piece of wire.
2. Wind the wire once around the insulator. Bend so the strain pulls from the center.
3. Form a knot and slide it firmly against the post.
4. Put a 90° bend in the wire about 6" beyond the knot to form a crank handle.
5. Wrap the wire neatly and tightly six times around the strain wire.
6. Grasp the wire just beyond the bend and crank it parallel to the fence line. The wire snaps off clean.

TIME-SAVER TO MENTION

Recommend the Gallagher Insulated Wire Strainer Kit (G618034). It includes pre-assembled insulated wire strainer and wire loops for end posts, which eliminates the need for special tools or wire tying. Position it as the dealer-friendly upgrade for customers who are install-shy.

Step 4 | Line Posts

- Use a pay-out spinner to run out top and bottom wires as guides for line post positioning.
- 12.5-gauge high-tensile wire is the standard — holds tension far longer than soft wire.
- Install posts on rises and hollows first. They dictate where everything else goes.
- Flat ground: one post up to every 30 feet. Hilly or uneven: closer to maintain wire height.
- On sharp rises, posts may need a block underneath. In hollows, they may need a tie-down.
- Fiberglass posts only in straight lines.

Step 5 | Tension the Wires

- Tension to approximately 200 lbs using permanent wire tighteners and a ratchet handle.
- Place in-line strainers in the center of the fence so the wire pulls evenly from both ends.
- In snow-load or wildlife-pressure regions, install permanent tension springs to prevent overstretching.
- Recommend re-tightening joint clamps as part of an annual spring maintenance routine. Make that the dealer's annual touchpoint with the customer.

Step 6 | Electrical Connections (Parallel Wiring)

This is where a fence either becomes one continuous, high-performing system or a series of weak segments. Teach it deliberately.

- Connect all hot wires in parallel at both ends of the fence. This is non-negotiable for maximum conductivity.
- Use joint clamps for all permanent connections. Hand-twists fail.
- Join wire using a figure-eight or reef knot — both give better electrical contact than a double-loop join.
- Install cut-out switches at gateways and junctions. They are the single best diagnostic and maintenance tool the customer will ever appreciate.

Step 7 | Grounding (The Quietest Failure Point)

If your TMs teach nothing else perfectly, teach grounding. Most underperforming fences are grounding problems wearing an energizer disguise.

Energizer size	Required ground rods	Typical application
Up to 15 stored joules	3 ground rods minimum	Small properties, hobby setups
Up to 28 stored joules	6 ground rods minimum	Mid-size operations
Up to 58 stored joules	12 ground rods minimum	Larger commercial setups

The Rules

- Minimum 6-foot galvanized rods. Never rebar, never copper.
- Space rods 10 feet apart.
- Keep the ground system 33–40 feet away from other electrical grounds and metal water pipes.
- Locate rods where soil stays moist — north side of buildings, low spots.
- Dry, sandy, rocky, or frozen soil needs more rods than the chart shows. When in doubt, add one.

COACH THE COACH

Tell the dealer: “If your customer ever calls you about weak fence performance, ask about grounding before anything else. It's the cheapest, fastest, most common fix — and it's the one most installers skimp on.”

Module 4 | Common Mistakes & Coaching Language

Time: 10 minutes | Format: Quick review with talk tracks

Most installation failures fall into the same five buckets. Give your TMs the language to address each one without sounding critical of the customer or dealer who did the work.

The mistake	What to say (respectful, practical coaching)
Shallow corner posts	“Let's check the depth on that corner. Fence tension does a lot of work over time — and a deeper set is the cheapest insurance policy on the whole build.”
Too few ground rods	“Grounding's where most fences lose voltage they shouldn't. Quick rule: one rod for every five stored joules, minimum three. Adding a couple rods is almost always cheaper than chasing a fault.”
Wires not connected in parallel	“When the wires aren't tied together at both ends, you're really running multiple half-fences. Parallel connections let the whole fence behave as one system — and it makes fault-finding way easier down the road.”
Soft wire instead of high-tensile	“Soft wire loses tension every season. 12.5-gauge high-tensile is the standard for a reason — it holds, and you stop re-tightening every year.”
No cut-out switches	“Cut-out switches at gateways aren't a luxury — they're the difference between five minutes of fault-finding and five hours. Add them now while the fence is open.”

Module 5 | Teach-Back & Reinforcement

Time: 10 minutes | Format: TM-led explanation

The Setup

Don't let this session end without a teach-back. People remember what they explain back, not what they hear. Pick three TMs at random and assign each one a short topic to teach to the group as if the group were a dealer.

Teach-Back Prompts

1. “Walk us through the three questions you'd ask a customer before recommending an energizer.”
2. “Explain to a first-time dealer why grounding gets undersized so often, and how to teach the rule of thumb.”
3. “Demonstrate the six-step end-post knot out loud, like you're standing next to a customer at the corner brace.”

Reinforcement After the Session

Training that ends at the session ends at the session. Build in three reinforcement touchpoints:

- **Week 1.** Within 7 days: TMs run a 10-minute version of Module 2 (the three-question framework) at their next dealer visit and report back.
- **Month 1.** Within 30 days: TMs submit one short field write-up — a customer install they coached or audited, what they reinforced, and what they'd do differently.
- **Quarter 1.** Within 90 days: Group debrief. What's working in the field, what's getting pushback, what needs a different talk track.

WHY THIS MATTERS

One-time exposure does not change field behavior. The TMs who teach this content within a week of learning it are the ones who own it permanently. Reinforcement is the difference between a training event and a training outcome.

Appendix A | Dealer Conversation Starters

Pull these into dealer visits, counter conversations, or LMS reinforcement.

Opening the install conversation

- “How are your customers' fences holding up a year or two after install? That's usually where the install conversation pays off.”
- “What's the most common service call you get on electric fence? Nine times out of ten the answer points to grounding or corners.”

Selling the upgrade

- “What would it mean for repeat business if every install you sold lasted a decade with minimal callbacks?”
- “The insulated wire strainer kit isn't an upsell — it's how customers avoid the call-back to retie a slipped wire.”

Coaching a dealer who is install-confident but underselling joules

- “Here's where I'd push back gently — sizing for today is the most common mistake we see. Customers always add fence. Always.”
- “Think of stored joules like horsepower. You don't buy the engine that just barely makes the hill.”

Appendix B | Quick Reference Card

Print one for every attendee. Card-stock if possible — it should go in the truck.

Permanent Fence Install — Field Reference

Product Selection: Three Questions

1. Power source? (110V, battery, solar, multi-power)
2. Fence length today and in 2–3 years? (Size for growth — use stored joules.)
3. What animals are being kept in or out? (Drives wires, spacing, post type.)

Install Sequence

1. Plan the line. Avoid rough ground where possible.
2. Set corners and braces first. Deep, plumb, properly cross-braced.
3. Tie wire to end posts (six-step knot).
4. Install line posts on rises and hollows first, then fill in.
5. Tension wires to ~200 lbs using in-line strainers.
6. Connect all hot wires in parallel at both ends. Use joint clamps.
7. Install cut-out switches at gateways and junctions.
8. Ground properly. One rod per 5 stored joules. Minimum 3 rods.

Grounding Quick Rules

- 6-ft galvanized rods only. Never rebar. Never copper.
- 10 ft between rods. 33–40 ft away from other electrical grounds and water pipes.
- Place where soil stays moist.
- Dry, sandy, rocky, or frozen soil — add more rods than the minimum.

Five Most Common Mistakes to Watch For

- Shallow corner posts.
- Too few ground rods.
- Hot wires not connected in parallel.
- Soft wire instead of 12.5-gauge high-tensile.
- No cut-out switches at gateways.