GALLAGHER ANIMAL MANAGEMENT

Field Training | Facilitator Guide

Temporary & Portable Fencing

Best-Practice Setup, From Conductor Choice to Take-Down

Audience	Territory Managers (train-the-trainer)
Duration	60–90 minutes
Format	In-field session with a working portable fence build
Outcome	TMs can confidently teach dealers and end users how to set up, power, move, and break down a portable fence that performs every time

How to Use This Guide

This is the companion to the Permanent Fence Install Facilitator Guide. The structure is the same on purpose. Your TMs should recognize the rhythm — setup, content, coaching language, reinforcement check — across every training they get from you.

Temporary fencing is where dealers and customers see the most repeat sales in a season. It's also where the most product confusion lives, especially around Poly versus Turbo. The job today is to remove that confusion and give your TMs the language to teach it forward simply.

Train-the-Trainer Framing

Open the session with this:

> **OPEN WITH THIS**
> "Temporary fence looks simple, and that's exactly why it's mis-sold and mis-installed more than anything else we make. Today we're going to walk it like a dealer would walk a customer, and we're going to build the language so you can hand this exact training off in the field tomorrow."

What to Bring

- One geared reel pre-loaded with Turbo Wire or Turbo Braid, plus one reel of Poly Wire for direct comparison
- A mix of posts: pigtail, Ring Top, multi-wire treadin, and at least one Tumblewheel
- A Smart Fence 2 unit to demonstrate the all-in-one option
- Insulated handle, alligator clamp / power connector lead, reel stand, multi-reel lead connector
- A short section of live permanent fence (or a portable solar/battery energizer) to power the demo build
- Fence Volt/Current Meter to demonstrate voltage drop across Poly vs Turbo over distance
- 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 temporary fence quality directly impacts grazing outcomes, animal control, and the dealer's repeat-sale opportunity.
2. Guide a customer through conductor selection using a clear Poly versus Turbo decision rule and the three core questions.
3. Demonstrate single-wire and multi-wire portable fence setup, including reel use, post placement, tensioning, and one-side-only power connection.
4. Teach the correct method for joining conductors so customers get full conductivity through every splice.
5. Identify the five most common portable fence mistakes and the coaching language to correct them respectfully.
6. Hand off this content to a dealer or end user using the same structure, in their own words.

Session Flow at a Glance

Time	Module	Purpose
10 min	Module 1: Why Temporary Fencing Matters	Frame the grazing and dealer impact
15 min	Module 2: Product Selection Conversations	Poly vs Turbo + three questions
35 min	Module 3: Setup Best Practices	Hands-on single and multi-wire build
10 min	Module 4: Common Mistakes & Coaching Language	Field-ready talk tracks
10 min	Module 5: Teach-Back & Reinforcement	Confirm transfer

Module 1 | Why Temporary Fencing Matters

Time: 10 minutes | Format: Discussion + framing

The Setup

Open by reframing temporary fence as more than “cheap fence.” It's the tool that lets a producer rotate grazing daily, ration crops, protect recovering pasture, and pull more yield out of every acre. The dealer who teaches that well becomes the producer's go-to for everything else.

Key Talking Points

- **Temporary fence drives pasture yield.** Rotational grazing keeps grass at the high-growth tilling stage. Daily or every-few-days moves mean more grass growth and more stock-carrying capacity. The fence is the lever that makes that possible.
- **It changes the operation, not just the paddock.** Direct grazing of fodder crops with portable fence eliminates harvesting and feeding out, with animal waste returned directly to the land. It's both a cost saving and a labor saving.
- **It's the most repeatable category in the catalog.** A producer who runs portable fence well buys reels, posts, conductors, and replacement parts every single season. This is recurring revenue territory.

COACH THE COACH

When you teach this at a dealer counter, anchor it like this: “Permanent fence is the customer's perimeter. Temporary fence is how they actually manage the herd inside it. The dealer who helps them run portable well becomes the dealer they trust for everything.”

Quick Check Before Moving On

Ask the room: “How many of your dealers can explain the difference between Poly Wire and Turbo Wire in 30 seconds?” The honest answer is usually “not many.” That's the gap this session fixes.

Module 2 | Product Selection Conversations

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

The Setup

Portable fence selection comes down to two decisions: what conductor to use, and what posts and reels go with it. Both decisions get easier when you start with the same three questions.

The Three-Question Framework

Question	Ask it like this	What it tells you
1. Distance	How long is the run? Will it stay under or go over a quarter mile?	Drives Poly vs Turbo. Under 1/4 mile, Poly works fine. Over 1/4 mile (and definitely over 1/8), recommend Turbo every time.
2. Move frequency	How often will they pick this up and put it back down?	Drives reel and post choice. Frequent moves: geared reel and Ring Top or pigtail step-in posts. Seasonal: fiberglass is fine. Daily strip-grazing: Tumblewheels.
3. Animal type & visibility	What are they fencing, and does the animal need to see it?	Drives conductor form. Horses: 1.5" Turbo Tape for visibility. Cattle (no calves): single wire is enough. Sheep, goats, pigs, calves: multi-wire treadins with 3 wires.

The Poly vs Turbo Conversation

This is the single most important product education point in temporary fencing. If your TMs own this, they will out-coach every competitor's rep in the field.

Poly products have 6 stainless steel strands. Turbo products have 9 mixed-metal strands including tin-coated copper. The difference is conductivity. Turbo Braid is 48 times more conductive than Poly Wire.

Conductor	Voltage at 328 ft	Voltage at 3,280 ft
Poly Wire	5 kV	1 kV
Turbo Wire	8 kV	7.1 kV
Turbo Braid	8 kV	7.1 kV

THE STICKY EXAMPLE

Two single-strand fences, both 0.6 miles long, both reading 8,000 volts at the start.
Poly Wire fence at the far end: 600 volts.
Turbo Wire fence at the far end: 6,300 volts.
Same length. Same energizer. Ten times the working voltage where the animal actually touches the fence. That is the conversation.

The Decision Rule, Simplified

- Under 1/8 mile (660 ft): Poly is fine, especially where visibility matters and the run is short.
- Over 1/8 mile (660 ft): Recommend Turbo. Every time. No exceptions for long runs.
- Horses, always: Recommend Turbo Braid or 1.5" Turbo Tape for the combination of visibility, safety, and conductivity.

Coach the Coach

When teaching a dealer, hand them this line: “Customers buy Poly because it's cheaper at the counter. They come back unhappy about a weak fence three months later. Selling Turbo on long runs isn't an upsell — it's avoiding the call-back.”

Quick Check Before Moving On

Run a 60-second role-play. One TM is the dealer, one is a customer who walks in saying “I need 2,000 feet of poly wire for cross-fencing.” Listen for whether they ask about distance and animal type before ringing it up, and whether they introduce Turbo.

Module 3 | Setup Best Practices

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

The Setup
Build a single-wire fence in front of the group first, narrating each step as if you were teaching a dealer's customer. Then convert it to a multi-wire setup. End with a takedown so they see the full cycle. Reusability is the value proposition — make it obvious.

Step 1 | Choose the Anchor & Power Source

- If a permanent electric fence is nearby, that's the easiest power source. Use a power connector lead with an alligator clamp to tie into a powered wire.
- If remote, use a Gallagher solar or battery energizer. Solar is right for sunny, remote locations. Battery is right when the run is short and the customer can swap or recharge.
- The anchor point is wherever the reel will live. The geared reel can hook onto a permanent fence wire, an ATV, or a reel stand.

Step 2 | Set Up the Reel

This is where most setup failures start. Take the time to walk it slowly.

- Hook the reel to the anchor point and disengage the ratchet so the wire pays out as you walk.
- The geared reel's 3:1 ratio means three turns of conductor per turn of the handle. That's the time savings on takedown — call it out.
- Carry the insulated handle and a bundle of posts with you. The insulated handle is critical: it's what lets you power the fence from one side only.

Step 3 | Walk the Line & Place Posts

1. Walk the proposed fence line, letting the reel unwind behind you.
2. Connect to the far end with the insulated handle.
3. Walk back along the line and place a post every 50 ft on flat ground. Closer (33–40 ft) on uneven ground or when running multi-wire.
4. Locate the wire or tape into the post head as you go. Do not wind it through the post.

THE CAUTION THAT SAVES POSTS

Never wind the conductor through the post head. The abrasion from animal pressure and wind movement will saw through the plastic in a season. Wires sit in the loop or clip — they don't thread through it.

Step 4 | Tension & Finish

- Back at the reel, engage the ratchet and tension the conductor. Just enough to hold the line — portable fence doesn't need permanent-fence tension.
- Check that the line is straight enough to read cleanly. A sagging portable fence reads as a weak fence to the customer even when voltage is fine.

Step 5 | Connect to Power (One Side Only)

This is a safety and usability rule, not a preference.

- Power the fence from the reel end only. The insulated handle at the far end keeps that side dead.
- Why: when the customer disconnects the reel and the power connector, the entire fence goes dead. They can roll it up without getting shocked.
- If they power both ends, the fence stays live when disconnected. That's how customers get a memorable surprise during takedown.

Step 6 | Multi-Wire Setup (The Variation)

Once the single-wire build is up, demonstrate converting to multi-wire.

1. Attach the required reels to a reel stand and chain the stand to an anchor point.
2. Hook the insulated handles through the head or lug of the first post to prevent them from becoming twisted.
3. Walk and place posts every 33–40 ft. Tighter spacing matters more on multi-wire because the wires need to stay parallel.
4. Use a multi-reel lead connector if powering from a battery energizer so all wires energize together.

THE ALL-IN-ONE ALTERNATIVE

Mention the Smart Fence 2 here. Four wires, ten posts, 328 ft of fence, all in one transportable package. For the customer who wants speed over flexibility — daily-move strip grazers, especially — this is the dealer-friendly recommendation.

Step 7 | Joining Conductors (When the Run Is Longer Than One Reel)

Customers will splice. Teach them to do it right or they'll lose voltage at every join.

1. Approximately 2 inches from the end of each length, melt a strip of plastic threads with a match or lighter.
2. Carefully pull off the plastic, being sure not to break the steel wires inside.
3. Tie both ends of the wire or tape together using a reef or figure-eight knot.
4. Twist the exposed steel wires together tightly to complete the electrical connection.
5. For 1.5" tape, use a Tape Joiner — it gives a better electrical contact than hand-twisting wide tape.

Step 8 | Take-Down (The Most Underrated Step)

Customers who hate portable fence usually hate take-down, not setup. Teach this with the same care as setup.

- Disconnect the power connector first. The fence is now dead from the insulated handle end.
- Walk the line back, pulling posts as you go. Keep them bundled — losing posts is the silent cost in this category.
- Use the geared reel to rewind. The 3:1 ratio is what makes the difference between five minutes and twenty.
- Inspect conductors as you reel. Spot the breaks and damaged sections now, not the next time you set up under pressure.

Module 4 | Common Mistakes & Coaching Language

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

Most portable fence failures fall into the same five buckets. Give your TMs the language to address each one without making the dealer or customer feel called out.

The mistake	What to say (respectful, practical coaching)
Using Poly on long runs	“For anything over 1/8 mile, Poly's resistance is going to bleed off your voltage by the time it reaches the animal. Turbo is the answer there — same setup, dramatically better fence.”
Winding conductor through posts	“The conductor sits in the post head, not through it. That little change is the difference between a post that lasts five seasons and one that's done in one.”
Powering both ends of the fence	“Only power one end. The insulated handle on the far side is what makes the fence safe to roll up when you disconnect.”
Spacing posts too far apart on multi-wire	“On multi-wire, tighten the post spacing to 33 to 40 feet. The wires need to stay parallel — that's what gives you consistent containment top to bottom.”
Cold-splicing without exposing the metal	“You have to melt the plastic back and twist the steel directly. A plastic-to-plastic knot looks fine, but no current crosses it. Every splice has to be a metal-to-metal handshake.”

Module 5 | Teach-Back & Reinforcement

Time: 10 minutes | Format: TM-led explanation

The Setup

Same rule as the permanent fence session. Don't let this end without a teach-back. Pick three TMs at random and assign each one a topic to teach to the group as if the group were a dealer.

Teach-Back Prompts

1. “Explain the Poly versus Turbo decision to a customer in under a minute. Use the voltage-drop example.”
2. “Walk us through a single-wire setup, from anchoring the reel to powering one end. Pretend the group is a dealer doing this for the first time.”
3. “Show us how to splice a damaged piece of Turbo Wire, and explain why a plastic-to-plastic join doesn't work.”

Reinforcement After the Session

Training that ends at the session ends at the session. Build in three reinforcement touchpoints, matching the permanent fence cadence so it becomes a habit:

- **Week 1.** TMs run the three-question framework with one dealer at their next visit and report which question changed the recommendation.
- **Month 1.** TMs submit one short field write-up — a portable fence install or audit, what they coached, and what the customer or dealer pushed back on.
- **Quarter 1.** Group debrief, paired with the permanent fence debrief. Look for shared coaching gaps across both categories.

WHY THIS MATTERS

Portable fence is the single most repeated sale in the catalog. Every TM who teaches this content well at a dealer becomes the reason that dealer keeps recommending Gallagher reels, posts, and conductors season after season. Reinforcement is what turns this session into a season of better recommendations.

Appendix A | Dealer Conversation Starters

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

Opening the portable fence conversation

- “Which part of your portable fence category gets returned or complained about most? Nine times out of ten the answer points to Poly on long runs.”
- “How many of your rotational grazers are running daily moves? They're your reel and post repeat customers — are they buying Turbo or still on Poly?”

Selling the upgrade

- “A Turbo recommendation on a long run isn't a price increase — it's a callback you don't have to take in three months.”
- “The Smart Fence 2 is the easiest sell to a customer who's intimidated by setup. One package, one setup conversation, repeat orders forever.”

Coaching a dealer who is volume-confident but recommendation-light

- “You're moving the units. The next move is making sure the customer is getting the right unit. The three questions take 30 seconds and protect every repeat sale you've built.”
- “Geared reels look pricier on the shelf. Frame them as the customer's labor savings on takedown — they pay for themselves the first week of daily moves.”

Appendix B | Quick Reference Card

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

Portable Fence Setup — Field Reference

Product Selection: Three Questions

1. Distance? (Under 1/8 mile = Poly OK. Over 1/8 mile = Turbo.)
2. How often will they move it? (Drives reel and post type — geared reel, Ring Top, Tumblewheel.)
3. What animals, and do they need to see it? (Drives conductor form — wire, braid, or tape.)

Poly vs Turbo: The Rule

- Poly Wire — 6 stainless strands, 6,000 ohms/mile. Best under 1/4 mile.
- Turbo Wire / Braid — 9 mixed-metal strands incl. tin-coated copper, 125–130 ohms/mile. Best over 1/8 mile.
- Turbo is up to 48x more conductive than Poly.
- Horses, always: Turbo Braid or 1.5" Turbo Tape.

Setup Sequence

1. Anchor the reel to a permanent fence wire, ATV, or reel stand.
2. Walk the line, letting the reel unwind, carrying posts and the insulated handle.
3. Connect the insulated handle at the far end.
4. Walk back, placing posts every 50 ft (single wire) or 33–40 ft (multi-wire).
5. Locate conductor in the post head. Never wind through it.
6. Engage the ratchet and tension lightly.
7. Connect power to the reel end only. Never both sides.

Splicing Conductor

- Melt 2" of plastic back from each end with a match or lighter.
- Strip plastic carefully — don't break the steel wires.
- Tie a reef or figure-eight knot.
- Twist exposed steel wires together for the electrical connection.
- For 1.5" tape: use a Tape Joiner.

Five Most Common Mistakes to Watch For

- Using Poly on long runs (over 1/8 mile).
- Winding conductor through posts instead of seating it in the head.
- Powering both ends of the fence.
- Spacing posts too far apart on multi-wire.
- Splicing without exposing the steel.