Alice and Bob

You play a game with Alice and Bob:

1. They pick one number each, with the only constraint that $A \neq B$, meaning that they are not allowed to pick the same number. (However, they can use any strategy: communicate with each other, use randomness to pick their numbers, etc.)
2. You toss a coin to choose who reveals their number, Alice or Bob.
3. After seeing the revealed number, you are to guess who has the bigger number.

Find a strategy so that, if playing this game repeatedly, you win more often than you loose.